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# Radio Stars

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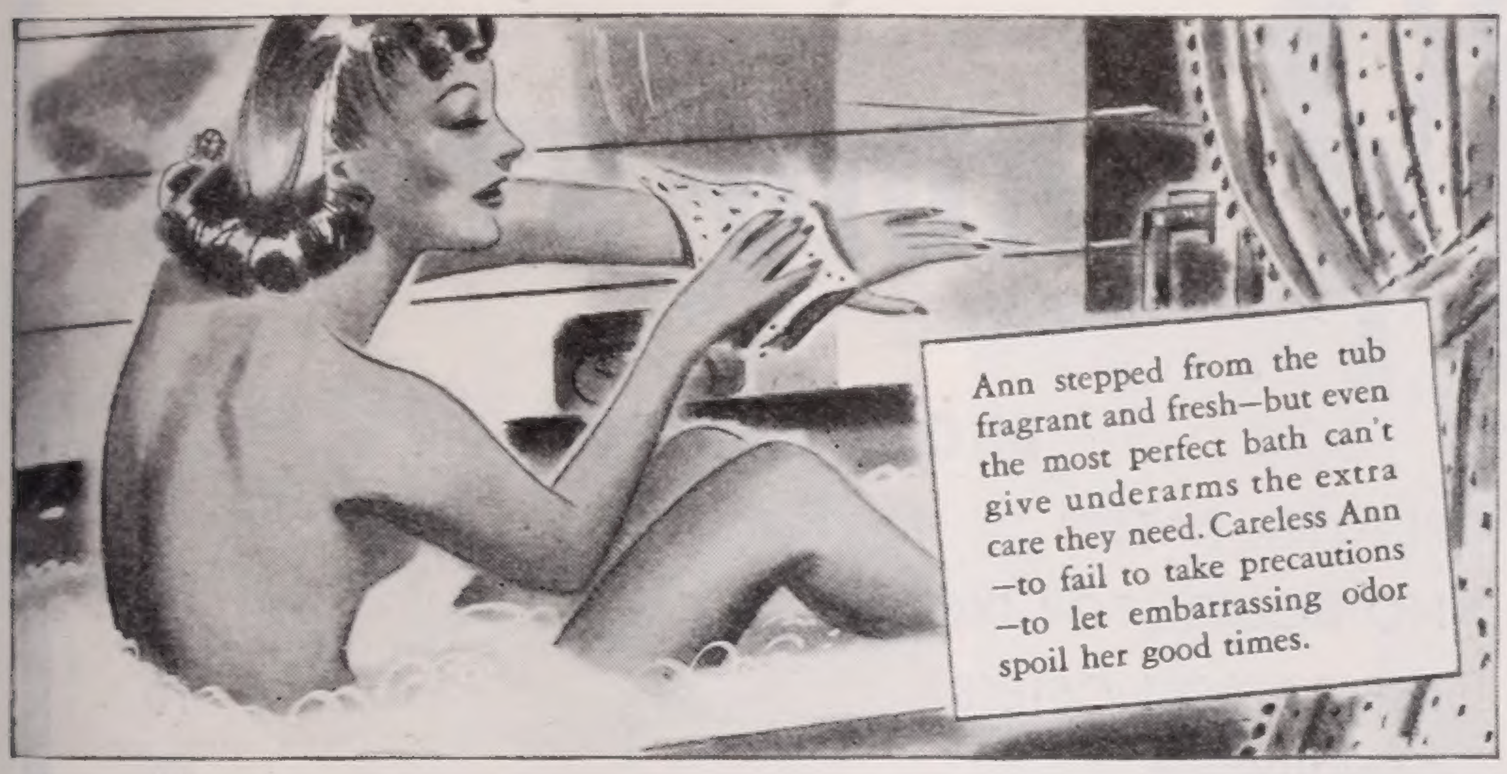

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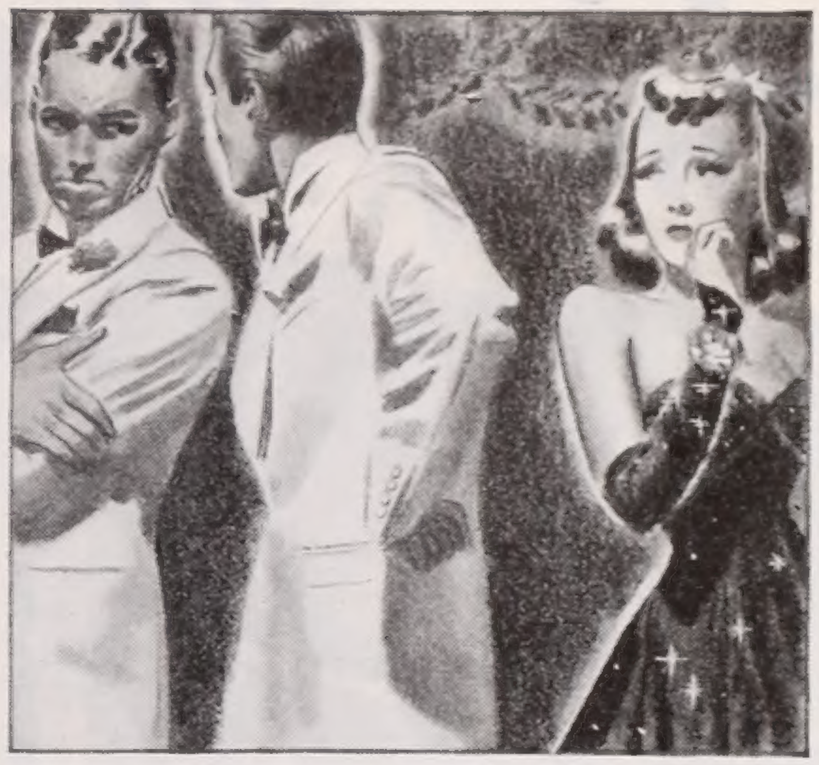
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Lester C. Grady, Editor; Ella Riddle, Associate Editor; Abril Lamarque, Art Editor

# RADIO STARS

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# PLATTER PATTER

**BY JERRY MASON**

BEST news of the recording month is Morton Downey's return to the black platters. Decca signed him and he's turned out two records in the style that made him the air's Number One Tenor. The first is *When Day Is Done* and *End Of A Perfect Day*. The other, *Love's Old Sweet Song* and *Home Sweet Home* (Decca). You'll like them.

## SWING YOUR PARTNER

*Jimmy Dorsey's is the outfit that takes first place in the jitter-bug division. Best of his new ones are* Doctor Rhythm *and* On the Sentimental Side (*Decca*). Smoke From A Chimney *backed by* My First Impression of You *are very rhythmic jobs . . . Thomas Dorsey offers* Shine On Harvest Moon *and* Oh Promise Me (*Victor*). *Shining, too, in his* Annie Laurie *and* More Than Ever, *with Jack Leonard. My, my—what a musical family these Dorseys are . . .*

**Unique and very authentic is the work of Bert Shefter and his Rhythm Octet in two originals, *Tamin' The Devil* and *The Aeroplane and the Bee* (Brunswick) . . . Still leader in his class is Bob Crosby. Particularly when he produces something like *Just Strolling* (Decca). On the back is Kay Weber's *It's Wonderful* . . . An exhibition of what that Dixieland rhythm sounded like originally is to be had in *Please Be Kind* and *oooOH! BOOM!* (Bluebird). The music is by the Original Dixieland Band.**

An elegant performance is Cootie Williams' *Echoes of Harlem* and *Have a Heart* (Vocalion) . . . Chick Webb is glorified on a 12-inch Decca of *Hallelujah* and *I Want To Be Happy*. He and Ella Fitzgerald glorify those two reliables . . . A band that has been a little neglected is the Hudson-DeLange outfit. They shouldn't be, if you can judge from their *Definition of Swing* and *Off Again, On Again* (Brunswick) . . . B. Goodman turns in a very nice job on *One O'Clock Jump* and *Don't Be That Way* (Victor) . . . And a Quintet that is just as interesting as Benny's Chamber Music Department is Adrian Rollini's. They're exhibited in *I've Hitched My Wagon to a Star* and *True Confession* (Decca) . . . The instrumentalists get a break in Bunny Berigan's *Piano Tuner Man* (Victor) and Louis Armstrong's *Trumpet Player's Lament* (Decca). Both are swell. Bunny plays *Heigh-Ho* on the other side and Louis does *Sweet As A Song* . . . Discounting the fact that Connie Boswell started it, Larry Clinton's *Martha* is still interesting. So is his *I Dreamt I Dwelt In Marble Halls* (Victor) . . . If you want to hear what a composer does to his own tune, get Mike Riley's *oooOH! BOOM!* Still under the 'round and 'round influence, he couples it with *You're Giving Me The Run-A-Round* (Decca).

## CHANGE YOUR MOOD

*It's easy with Guy Lombardo's* Ti-Pi-Tin *and* Let's Sail To Dreamland (*Victor*). *Just as danceable are his* The Old Apple Tree *and* In The Neighborhood Of Heaven . . . *The smooth Casa Loma rhythm-salesmen show to advantage in* This Is My Night To Dream, *sung lovingly by Kenny Sargent, and* My Heart Is Taking Lessons, *taught by Pee Wee Hunt* (*Decca*).

It's time somebody did something about the musical tricksters who spoil melodies with instrumental gymnastics. Probably the worst offender is Horace Heidt. Any of his records are good—or bad—examples. Blue Barron is another of these lads. He imitates every style from Lombardo to Dorsey. Hear *At A Perfume Counter* and *Did An Angel Kiss You?* (Bluebird), and you'll see what I mean . . . Then Heidt and Richard Himber attempt to give their impressions of favorite bands. Heidt in *Guess Right* (Brunswick) and Himber in *Parade of Bands* (Victor). As far as I can discover, both records are merely parades of bad music.

## VOCALS

**His new *Dr. Rhythm* cinema gives Bing Crosby the chance to chant *My Heart Is Taking Lessons* and *On The Sentimental Side* (Decca). And Bing chants charmingly . . . Novel are the tunes (most of which are banned from the air) from *Pins and Needles*, the Manhattan musical success. Nita Carol and Alan Holt, of the cast, sing *One Big Union For Two, Sunday In The Park, Sing Me A Song With Social Significance* and *Chain Store Daisy* (Bluebird).**

The best feminine work of the month is Mildred Bailey's. With Husband Red Norvo's band in the background, she presents *It's Wonderful* and *Always and Always* (Brunswick). She also does plenty all right by *I Was Doing All Right* and *Love Is Here To Stay* . . . Good swing is to be had with Delores Jackson and the Three Rhythm Maniacs on *Honeysuckle Rose* and *Swing, Cats, Swing* (Decca) . . . Raising feminine standards, too, is Midge Williams. Hear for yourself with *The Greatest Of My Life* and *Good Night Angel* (Vocalion).

**FOR you serious collectors, Toscanini's (The sensational *NBC* maestro) offering of Beethoven's *Sixth Symphony* is recommended. Victor Album M-417, the orchestra is the British Broadcasting Company's . . . Sir Thomas Beecham conducts the London Philharmonic in Mozart's *40th Symphony* (Columbia 316). It's a fine performance . . . Reginald Foresythe, composer of the far-famed *Serenade To A Wealthy Widow*, has recorded *Two Hymns To Darkness* (Columbia), his own work . . . A great violinist offers two favorites: Fritz Kreisler with *Tambourine Chinois* and *Caprice Viennois* (Victor) . . . A record you should own is Paderewski's interpretation of Haydn's *Theme and Variation in F Minor* (Victor) . . . *Waltz Of The Kiss* and *Waltz Of The Flowers*, two more favorites, are played by the Milan Symphony (Columbia) . . . A beautiful recording is the Columbia Album X-90 of the Bach *Concerto in D Minor* for two violins and orchestra.**

# *Life as a model taught me...*



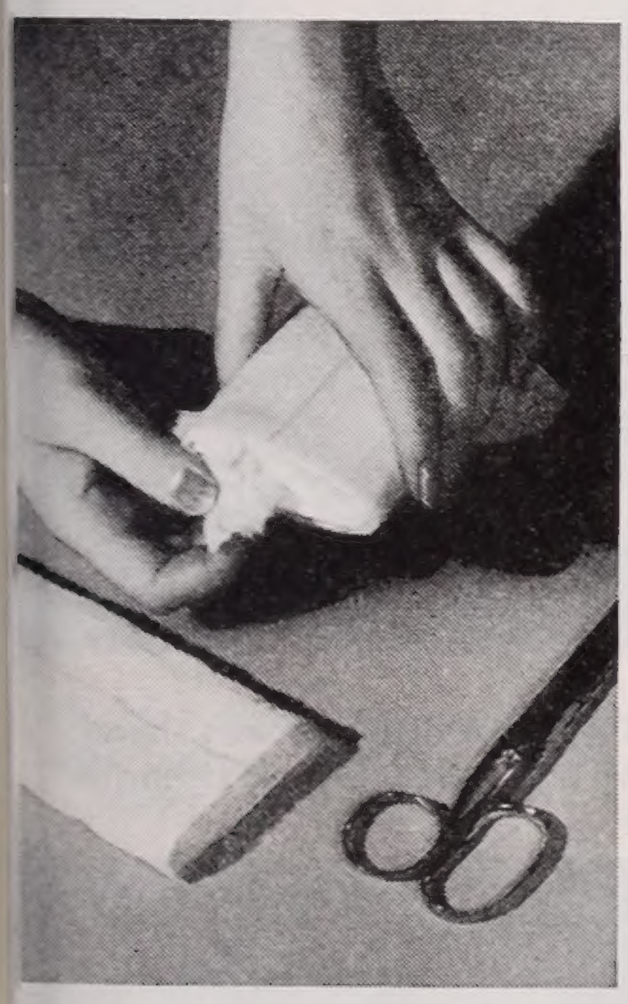
**"Once I was a lady of leisure**—with nothing to do but go to parties if I felt like it . . . take it easy if I didn't. But those days are gone forever! It was in the cards, I guess. You know the saying—'Friday's child is loving and giving . . . Saturday's child works hard for a living.' That's me!"



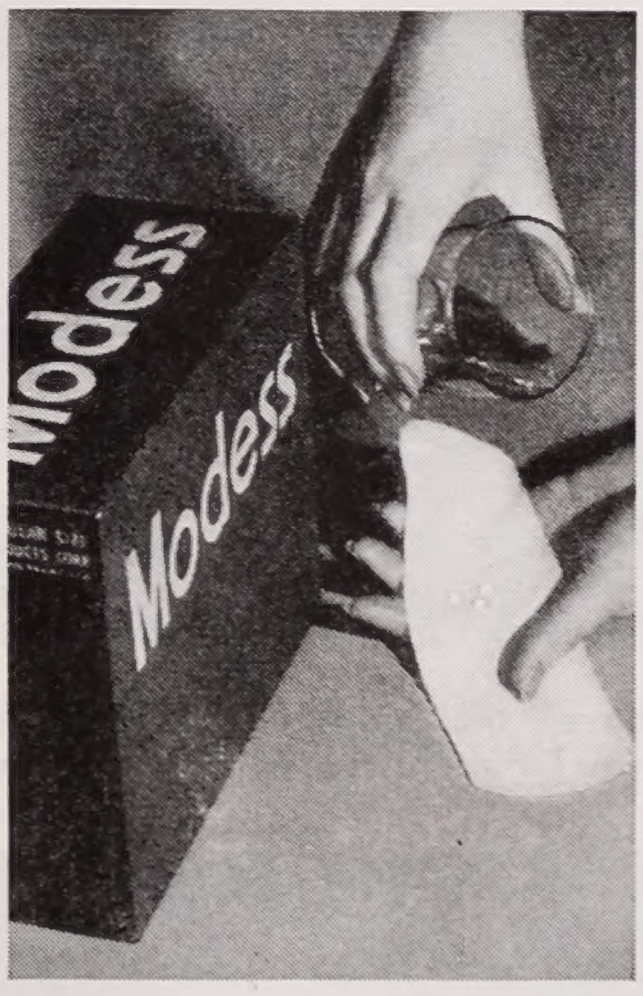
**"Now I model clothes**—at a shop where I used to buy them! And whew! —the weary miles we models trudge! Up and down . . . back and forth . . . shoulders back, 'tummy' in, head high!"



**"Naturally** 'certain days' are worse than others. But I soon learned from the other models how to make those days a lot easier! They introduced me to Modess—and, believe me, when you're on your feet all day, a napkin that doesn't chafe makes a world of difference!"



**If you'd like to know why** Modess more comfortable . . . just cut a pad two. Feel that filler! It's like the own on a duck! So soft and fluffy— ntirely different from napkins made f crêpey, close-packed layers."




**"And—how much safer!** Prove it for yourself. Take the moisture-proof backing from inside a Modess pad and drop water on it! That will show you why you need never worry again about ruining a dress . . . or being embarrassed."



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## *Get in the habit of saying "Modess"!*

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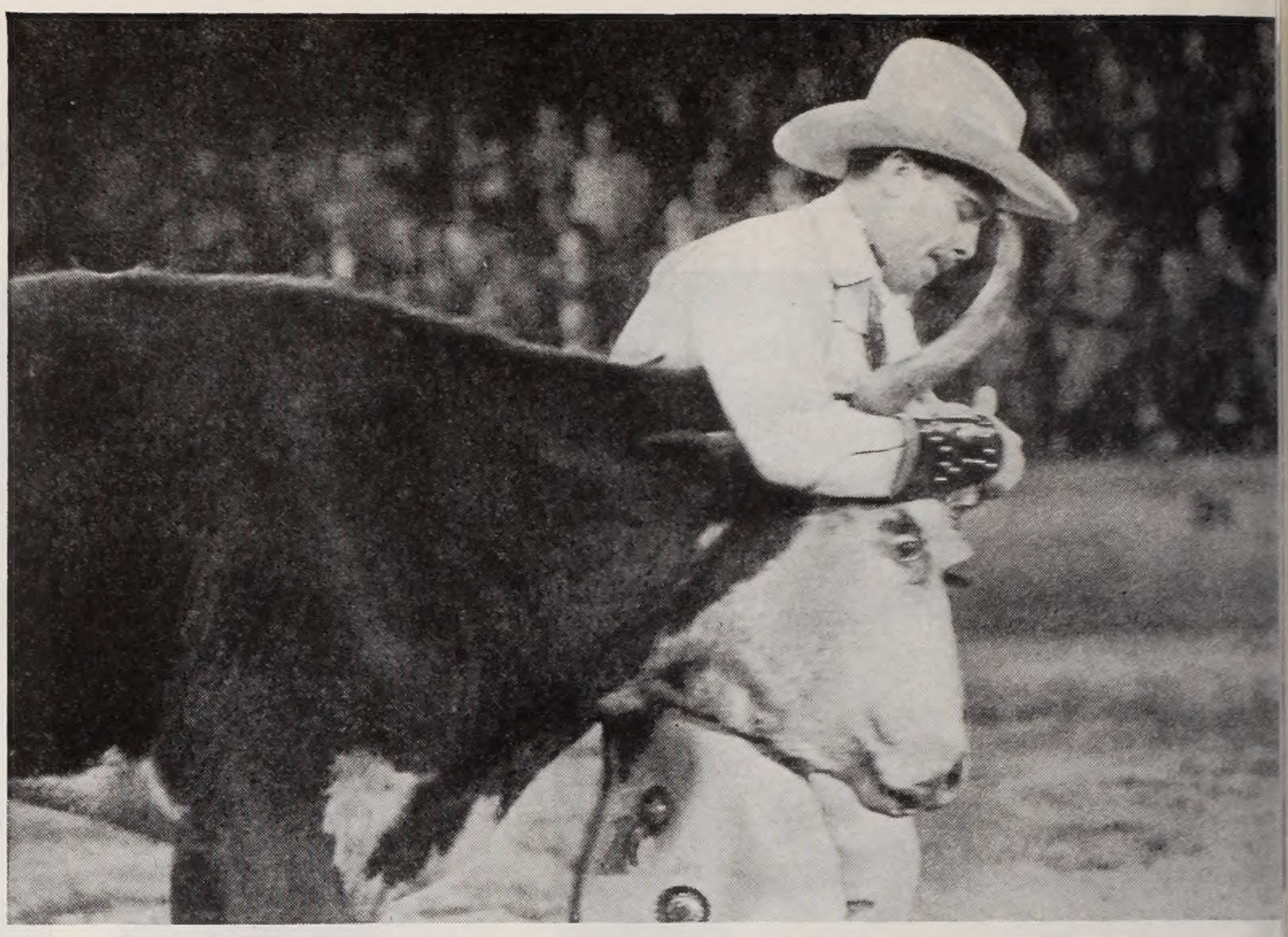
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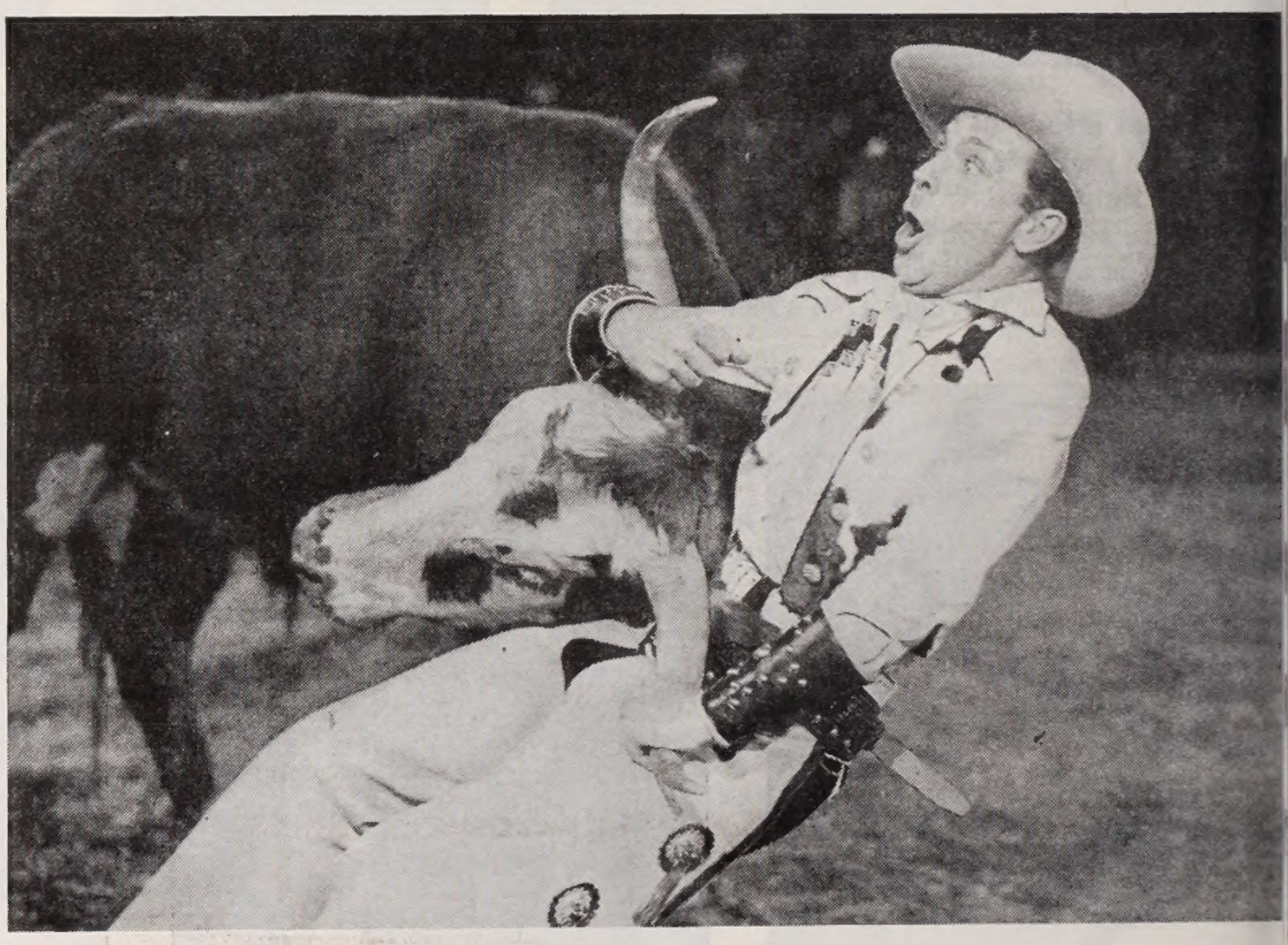
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NORFORMS

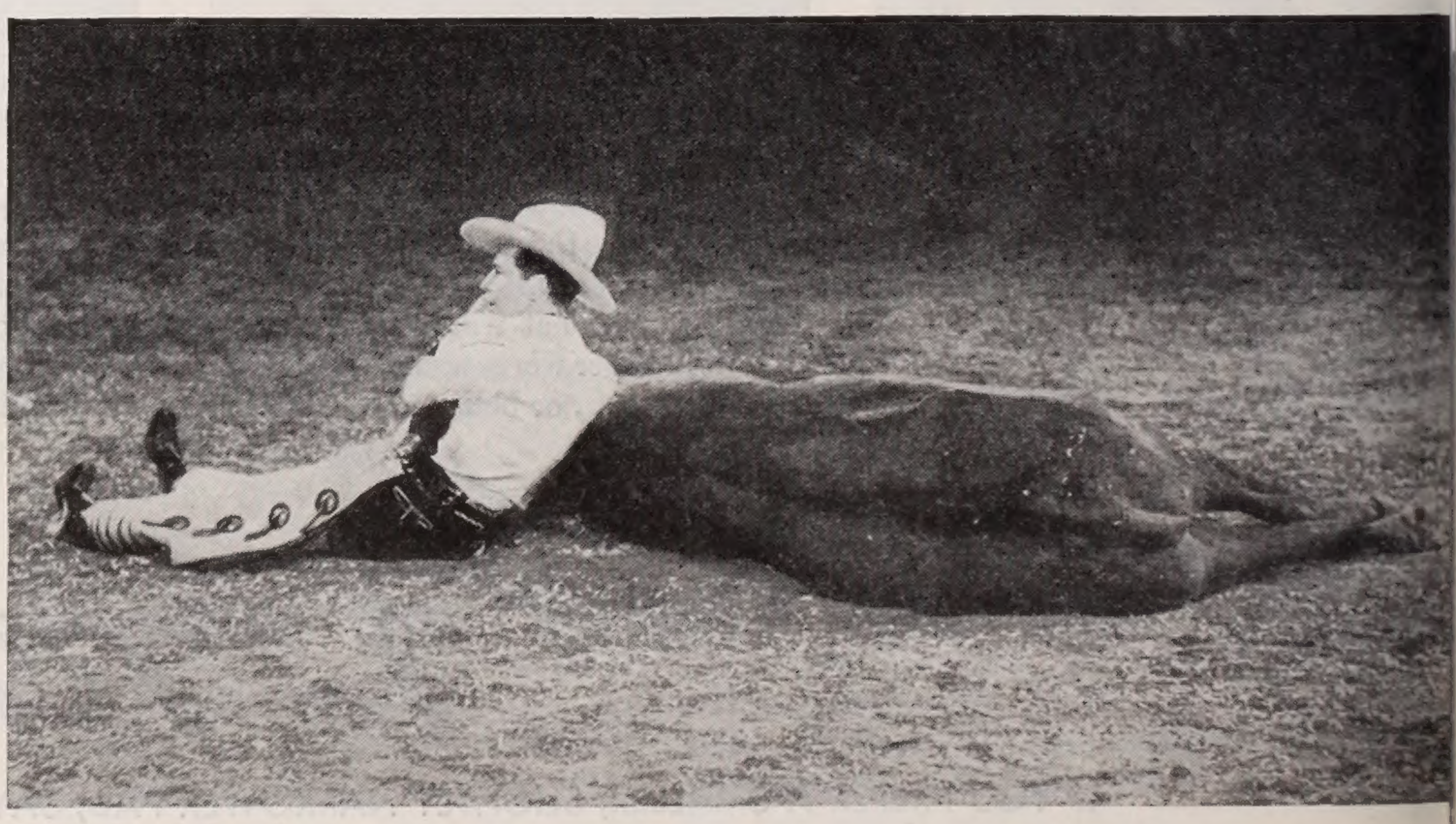
© N. P. C. 1938 Known to Physicians as "Vagiforms"

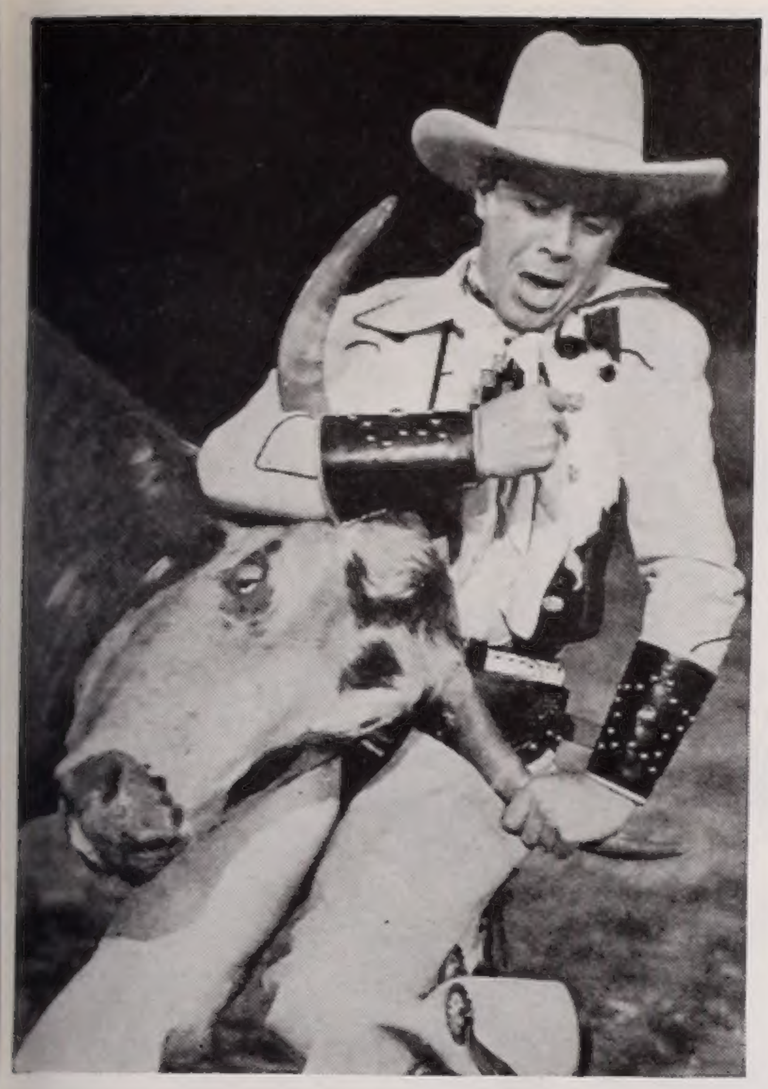



1. Dick Powell refused a "double" for his steer-throwing sequence in *Cowboy From Brooklyn.* First he jams the steer's head against his thigh.



3. *(Above)* He keeps twisting and pulling down the steer's head.
4. *(Below)* Finally the animal is downed. It takes a lot of strength.





2. Next he takes the steer by the horns, pulling one in toward his body, pushing the other away.

# NO DOUBLE FOR DICK!

**When it comes to taking the bull by the horns, Dick Powell is right there**

5. Nor does Dick need help with his singing. There's no finer voice heard in radio or on the screen.




# JUST A HOME GIRL *until she changed that Misfit Makeup*

"I'll stay with the children, Mrs. Brown. I never have any dates."

"Frankly, Mary, if I were you I'd correct that misfit makeup."

To herself: "Bless Mrs. Brown and her tip about makeup."




*You too can avoid Misfit Makeup—*

**"CHOOSE YOUR MAKEUP BY THE COLOR OF YOUR EYES"**

SAYS *Heather Angel* ☆

In the Republic Picture "PORTIA ON TRIAL"

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**NOW YOU CAN BE SURE** your skin, your hair, your eyes look their loveliest, because you're following Nature's color plan *for you!* Stage and screen stars, beauty editors, fashion experts approve Marvelous Eye-Matched Makeup. Thousands of women who have tried it agree it's the way to immediate new beauty.

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- GRAY . . . . *wear* PATRICIAN *type*
- BROWN . . *wear* PARISIAN *type*
- HAZEL . . . *wear* CONTINENTAL *type*

**STEPPING OUT TONIGHT?** Don't risk misfit makeup! Be lovelier . . . be *happier* . . . in makeup that *matches* . . . makeup that matches *you!*

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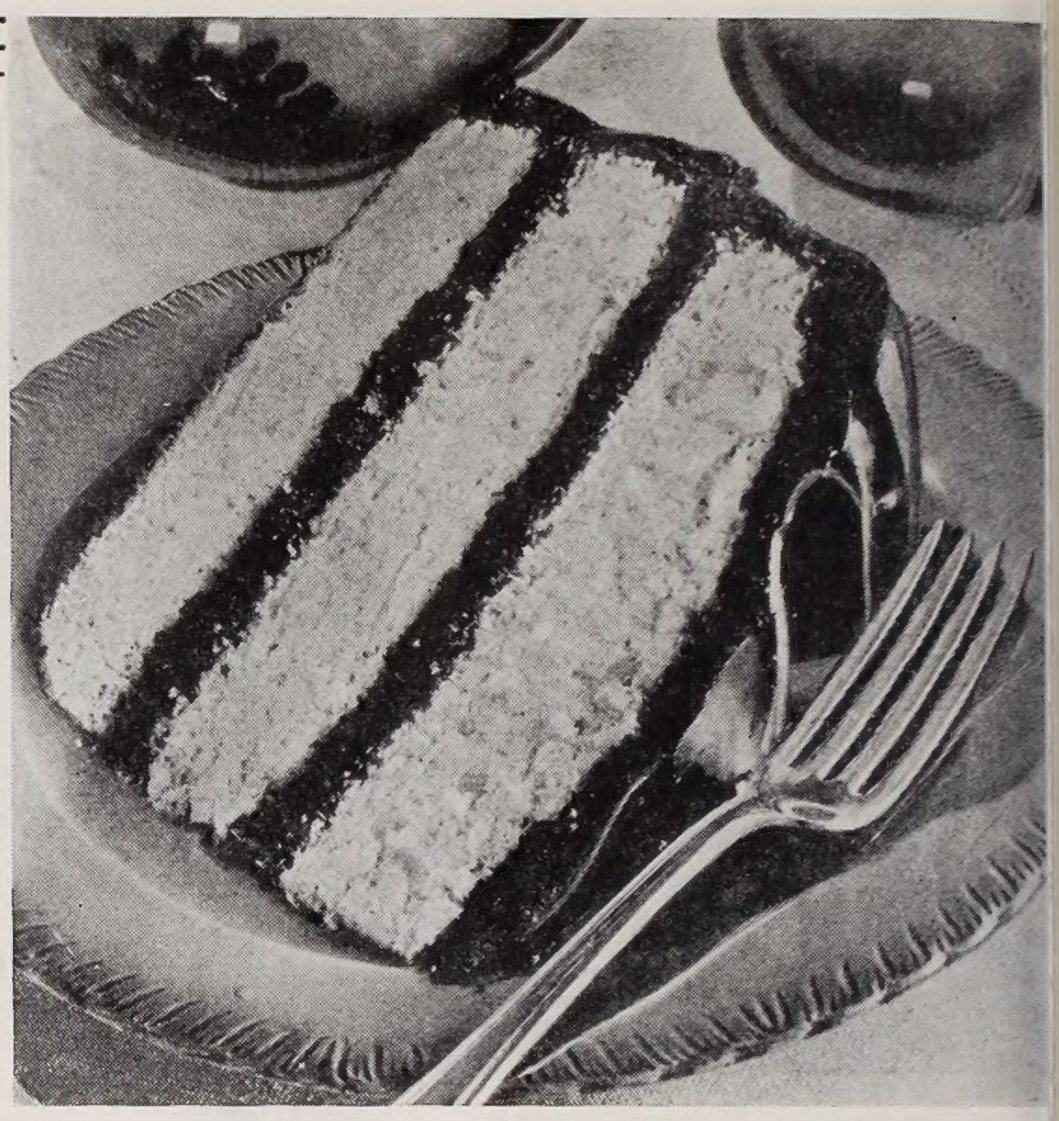
✓ *My eyes are*
☐ Blue ☐ Brown
☐ Gray ☐ Hazel

Name_____
Address_____
City_____ State_____

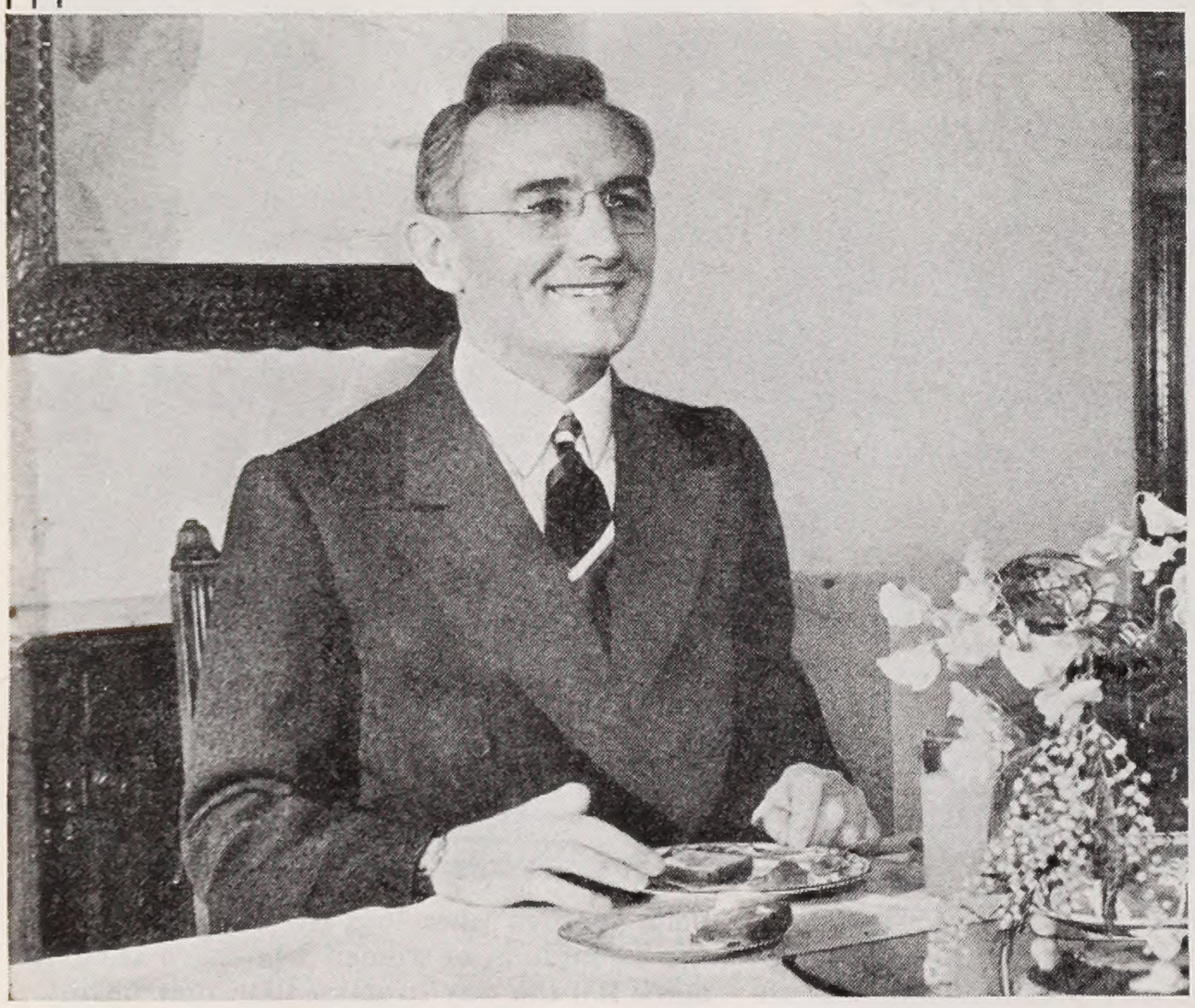
# THE RADIO HOSTESS

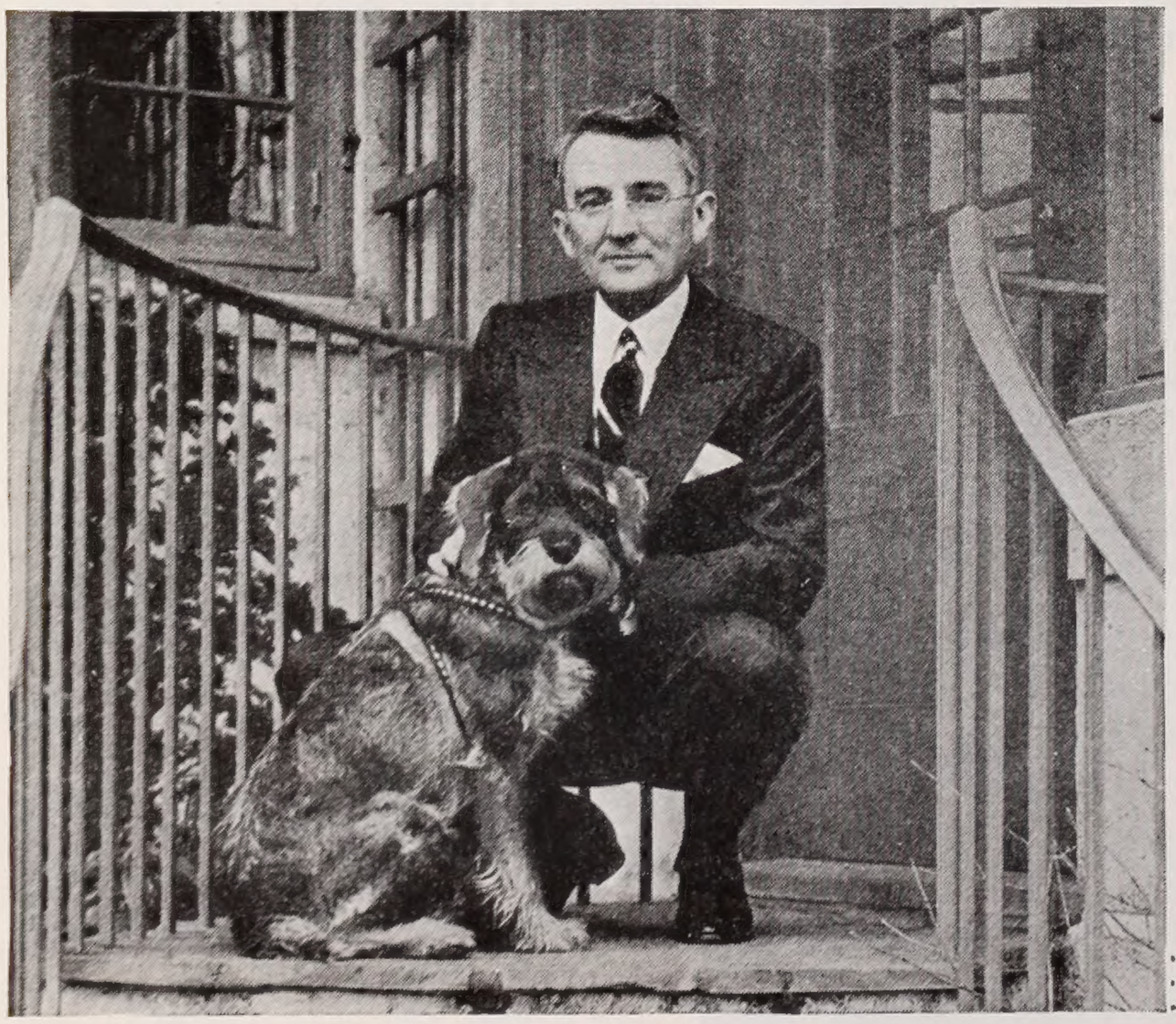
BY NANCY WOOD

## Tips and recipes by Dale Carnegie on how to please male guests



You can win any male guest with an old fashioned chocolate cake like this. Men like the simpler dishes.





*(Left)* Dale Carnegie in his dining-room. *(Below)* With his dog, Rex. Charm, naturalness and the serving of good food, he says, make a perfect hostess.

"IT has been said that eating is one of the most enduring satisfactions of life! And I'm inclined to agree. Furthermore, I've found it to be a fact that everyone's food tastes, throughout his entire life, reflect the things he most enjoyed eating as a child."

The helpfully informative person whom I was just quoting is Dale Carnegie, author of that edifying best-seller, *How to Win Friends and Influence People*. The self-same Dale Carnegie of course, whose broadcasts for *Colgate* over the *NBC* Red-Network every Tuesday evening at 10:45 *EDST* have been followed with such keen interest by ambitious men everywhere.

This time, however, Mr. Carnegie was not counseling the men folk, to whom his success talks are generally addressed. Instead, at my urgent request, he had stepped out of his usual rôle in order to give some constructive advice to the ladies. Advice which, as it happily turned out, concerned itself mostly with hospitality that is, with the right and wrong way to entertain. And since I realized that, through the very nature of his work at the Institute he heads Mr. Carnegie knows a great deal about men's tastes, preferences and dislikes, during our interview at his house I concentrated upon questions designed to show how we gals in our rôle of hostess-in-the-home can "impress" our masculine guests. Whether they are our husband's friends, our friends' husbands or our own husband-to-be!

So here we have it—a man's eye view of the things the lady of the house should and should

not do when there are guests for dinner or the evening. The opinions, moreover of, one who, starting out as a farm boy in Missouri, has carved for himself an important career just through studying people's reactions to one another and to their environment; and in advising them how to make the most of their opportunities.

Do you, when you entertain, make the most of *your* opportunities? Do your guests acclaim the naturalness, the charm and the tact you show as a hostess? Can you win friends and influence people through your gracious hospitality?

It isn't nearly the difficult task that so many women seem to make it out to be, either, according to Dale Carnegie. Don't get me wrong, though; he neither minimizes the importance of entertaining nor the amount of effort entailed. It is simply that he feels we don't have the picture quite clearly focused in our minds, judging by the way we go at it.

But let's see just what Mr. Carnegie has to offer in the line of constructive suggestions. Suggestions given "across the table" in the dining-room of his unpretentious suburban home and made with a delightful ease, and a notable memory for incidents, facts and quotations, as well as with the ingratiating smile which you see pictured here. Incidentally, as a host he practices what he preaches—which I've found is not always the case with people who specialize in advising others!

"Hospitality," according to our guide and mentor, "should not be thought of as depending entirely upon the quality of the food that is served!"

I'll interrupt here, however, to say that Mr. Carnegie had some excellent ideas along the food line, too, and that his housekeeper, Hilda, was most generous about giving me recipes for his favorite dishes, which you'll find printed here on page 52. All of which things we'll come to in good time, in their rightful place and given their proper emphasis. But for the present we will concern ourselves with the question of making our guests feel so completely "at home" that the mere question of eating is a lesser consideration.

"Remember that your duties as a hostess," continued Mr. Carnegie, "begin at the very front door where your greeting should convey how much you appreciate anyone's leaving

(*Continued on page 82*)




# *Two Little Play Suits Climbed the Hill...*

Two little play suits climbed the hill—
One on Jack, and one on Jill.
Look at Jill's—so bright and gay!
But Jack's is full of tattle-tale gray.

For Jill's mom knows what Jack's does not—
That lazy soap just hasn't got
The pep to wash clothes really clean.
And that's why Jack's things look so mean.

If Jack's mom were as wise as Jill's,
She'd quickly cure her washday ills.
She'd get the *golden* bar today
That chases pesky tattle-tale gray.

Fels-Naptha Soap is what she'd buy—
So full of naptha, dirt *must* fly!
Then white as Jill's, Jack's clothes would be,
And as for mom, she'd shout with glee.

***BANISH "TATTLE-TALE GRAY" WITH FELS-NAPTHA SOAP!***

**(NEW! Try Fels-Naptha Soap Chips, too!)**

COPR. 1938, FELS & CO.

That Luscious New Shade is CONGO!



"Thrilling with Spring Costume colors," SAYS
JOAN BENNETT
*charming star of I Met My Love Again*

CONGO is fascinating...utterly feminine...in tune with Fashion! Congo is Glazo's newest nail polish success—an enchanting deep orchid-rose picked by stylists to harmonize with the season's blues, grays and beige.

Wherever you go you'll see Congo. It's a color men admire, too. Accent your costume with this latest, perfect shade. And remember Glazo's other smart new colors: TROPIC... SPICE...CABAÑA. Each is a gem of beauty. You'll love their variety!

GLAZO'S NEW
Perfected Polish

1. LONGER WEAR—lasts for days and days without peeling, chipping or fading! Meets the demand for a slightly heavier polish that really *clings* to the nails.

2. EASE OF APPLICATION—every drop goes on evenly. Will not streak or run.

3. BRILLIANT LUSTRE—won't fade in sun or water.




Get Glazo's new, exciting colors—CONGO, SPICE, CABAÑA and TROPIC—at all drug counters, in extra large sizes at..... 25¢

GLAZO
The Smart Manicure



Paul Whiteman has string instruments in his orchestra by request of his sponsor, though he'd rather not. Note the fancy sports jacket!

# CANDIDS



Helen Menken, winner of Radio Stars' medal for her acting in *Second Husband*, shows it to the cast, producer and announcer.

Edgar Bergen, who left Charlie at home, had a fine time with Dorothy Lamour at the annual Turf Club Ball in Los Angeles.





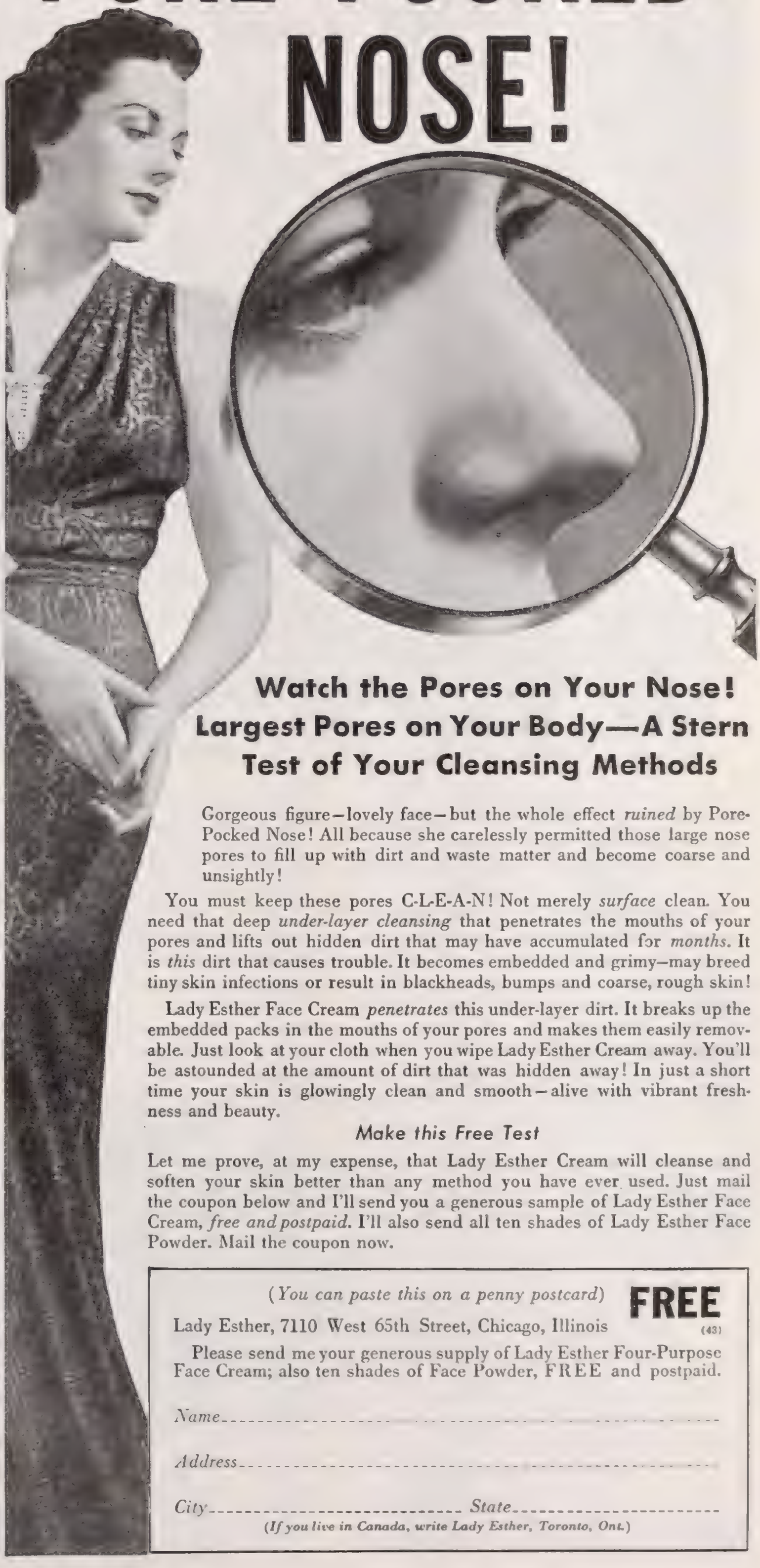
Andy Devine makes a face to match his very unique voice. *(Below)* Tommy Riggs with his leading lady, Dorothea Kent.



On the *Amazing Dr. Clitterhouse* set, Edward G. Robinson lunches hastily on tea-and.




# PORE-POCKED NOSE!



## Watch the Pores on Your Nose! Largest Pores on Your Body—A Stern Test of Your Cleansing Methods

Gorgeous figure—lovely face—but the whole effect *ruined* by Pore-Pocked Nose! All because she carelessly permitted those large nose pores to fill up with dirt and waste matter and become coarse and unsightly!

You must keep these pores C-L-E-A-N! Not merely *surface* clean. You need that deep *under-layer cleansing* that penetrates the mouths of your pores and lifts out hidden dirt that may have accumulated for *months*. It is *this* dirt that causes trouble. It becomes embedded and grimy—may breed tiny skin infections or result in blackheads, bumps and coarse, rough skin!

Lady Esther Face Cream *penetrates* this under-layer dirt. It breaks up the embedded packs in the mouths of your pores and makes them easily removable. Just look at your cloth when you wipe Lady Esther Cream away. You'll be astounded at the amount of dirt that was hidden away! In just a short time your skin is glowingly clean and smooth—alive with vibrant freshness and beauty.

*Make this Free Test*

Let me prove, at my expense, that Lady Esther Cream will cleanse and soften your skin better than any method you have ever used. Just mail the coupon below and I'll send you a generous sample of Lady Esther Face Cream, *free and postpaid*. I'll also send all ten shades of Lady Esther Face Powder. Mail the coupon now.

*(You can paste this on a penny postcard)*

**FREE**

(43)

Lady Esther, 7110 West 65th Street, Chicago, Illinois

Please send me your generous supply of Lady Esther Four-Purpose Face Cream; also ten shades of Face Powder, FREE and postpaid.

*Name*_____

*Address*_____

*City*_____ *State*_____

*(If you live in Canada, write Lady Esther, Toronto, Ont.)*




# UNSIGHTLY HAIR SPOILS YOUR CHARM

## *Rinse It Off This Quick, Easy Way!*

This season's shorter skirts . . . sheer stockings . . . and modern bathing suits . . . keep women's legs in the spotlight. See that yours are always smooth and feminine. Avoid unsightly hair!

Simply spread NEET (like a cold cream) on unwanted hair. Then rinse off with water—that's *all.* NEET gently, safely removes hair invisibly close to the skin surface. It leaves your arms and legs satin-smooth. NEET—used by millions of women—is easier and safer than shaving.



**NEET** *leaves your legs like velvet*

### Avoid Bristly Razor Stubble

NEET eliminates bristly re-growth that follows shaving—sharp-edged stubble that may snag stockings. NEET ends danger of cuts—prevents razor-roughened skin.

For lovely legs and arms—with no unsightly hair—get NEET today! At your drug or department store. Generous trial size at all ten-cent stores.




**NEET** Just Rinse Off Unsightly Hair

# IT'S MY HUMBLE

## A recent visitor's view of Hollywood and barn-



Before returning to New York, Rudy dined with Jack L. Warner, of Warner Brothers, and girl friend Judy Stewart.

TO understand Hollywood one should understand what it is saying. To the average person this may be a bit of a problem, inasmuch as the speech of the film capital is further complicated by studio jargon, which is as simple as Greek to the uninitiated.

I have been around the studios a great length of time in a visiting and working capacity, and yet it was only the other day that I discovered the meaning of a word peculiar to Hollywood—a word that would be peculiar anywhere—

His leading lady in *Golddiggers in Paris,* now finished, is Gloria Dickson who is the fiancée of Perc Westmore.



# OPINION

## storming tours, as seen

### BY RUDY VALLEE

whodunit."

And, curiously enough, I didn't tumble onto its meaning in a chat ...h studio "grips" or "props," but ...ther in a movie I saw. It means a *...ystery motion picture* and is based ...n a rather simple question phrased ... rather bad grammar. In other ...ords, "Who did the killing?" "Who ...id it?" Which, naturally, in certain ...ands, would be phrased as, "Who ...one it?" But three words are two ...o many for busy picture people, so ... finally becomes "whodunit" and ...ands for movie mystery.

*THERE are three other words ...sed a lot in Hollywood that I'd like ... explain to you, because their vast ...fference in meaning isn't generally ...preciated.*

*They are Preview—Opening—Pre-...ière.*

**Specifically, a *Preview* is an unan-...ounced (the picture's title does not ...pear on the marquee outside of the ...eatre) peek by an audience at a ...and new picture that's *about* to be ...leased—but which has *not* been. In ...e main, it affords the picture's pro-...icers an opportunity to see what an ...erage audience thinks of their ef-...rt. Usually these previews occur ...me time during the evening after ...e main scheduled feature has been ...ojected.** (*Continued on page 68*)

...dy, studying a song, went "slightly ...ollywood" in dress while out there.







The beauty cream of young Hollywood Stars is Germ-Free—helps keep skin clear of blemishes

LIKE many glamorous film stars, Fay Wray has a simple beauty program to thank for her radiant "Camera Skin". First, nourishing foods and plenty of rest. Second, daily use of Woodbury's Cold Cream.

Her beauty cream retains its germ-free purity as long as it lasts. On the skin, itself, Woodbury's inhibits germ-life, thus lessens the risk of blemishes and faults.

The soothing oils in Woodbury's Cold Cream help give the skin the softness of velvet. And skin-stimulating Vitamin D enlivens the skin, speeds up its breathing.

Why not put Fay Wray's beauty program to work for your complexion? Woodbury's Cold Cream only $1.00, 50¢, 25¢, 10¢.

## Woodbury's Germ-Free Cold Cream




FAY WRAY in the Universal picture "The Jury's Secret", with Kent Taylor. She says: "The clearer the skin, the brighter the star. Besides cleansing, one's skin deserves its own beauty diet. Woodbury's Cold Cream is part of my skin's daily diet."

Helps guard from blemishes
Cleanses the pores thoroughly—Stimulates
—Contains skin-stimulating Vitamin D
Overcomes dry skin

*Send for Trial Tubes of Woodbury's Creams*

John H. Woodbury, Inc., 6790 Alfred St., Cincinnati, Ohio
(In Canada) John H. Woodbury, Ltd., Perth, Ontario

Please send me trial tubes of Woodbury's Cold and Facial Creams; 7 shades of Woodbury's Facial Powder; guest-size Woodbury's Facial Soap. I enclose 10¢ to cover mailing costs.

*Name*_____

*Street*_____

*City*_____ *State*_____




**LOVE AT FIRST SIGHT**—and Romeo couldn't forget the pulse-stirring fragrance that Juliet wore.



**TODAY'S ROMEO CAN'T RESIST** the magic lure of Djer-Kiss—the exquisite fragrance that becomes *yours* when you wear Djer-Kiss Talc.

START your day the Djer-Kiss way! Bathe your entire body with this delightful talc each morning. Djer-Kiss keeps you dainty and refreshed all day . . . Helps you stay cool, for it actually lowers body temperature. Clothes feel more comfortable . . . Makes you alluringly fragrant. Use Djer-Kiss generously, for the cost is surprisingly small. Buy it today at drug and toilet goods counters—25c and 75c sizes. Liberal 10c size at all 10c stores.

*The same delightful fragrance in Djer-Kiss Sachet, Eau de Toilette and Face Powder.*

**YOURS FREE—the exciting new book, "Women Men Love—Which Type Are You?"**




—full of valuable hints on how to make yourself more alluring. Just send a post card with your name and address to Parfums Kerkoff, Inc., Dept. Z, New York.

**. . . genuine imported talc scented with Djer-Kiss perfume by Kerkoff, Paris.**

DJER-KISS
(Pronounced "Dear Kiss")
TALC
By KERKOFF · PARIS


# DUNKING DOUGHNUT



George Burns told wife Gracie Allen to "Go dunk a doughnut," so she inven d a "stringing along with you" technique to pep up the great indoor sp t.



George is disgusted about this. But Gracie says: "Didn't you once tell e to use a monkey wrench on a greasy nut, and isn't this doughnut greasy



Because her brother told her the doughnuts were tough, Gracie brought c her boxing gloves. George, looking strained, shows how a gentleman does

with George and Gracie



Gracie tries chop-sticks next. Do the Chinese have a word for this?



.est she be light-fingered like ıer brother, Gracie uses a weight.



nipping away, Gracie says she's aving the holes for a dough-net!


# AN EXPERIENCED WOMAN *could have told her!*



*Neglect of intimate cleanliness may rob the loveliest woman of her charm... Use "Lysol" for feminine hygiene*

ONE lesson life teaches a woman is the need for complete *intimate* daintiness.

A man wants to think of the woman whose love and companionship he seeks as his dream of feminine loveliness . . . fresh and exquisite at all times. But, without realizing it, there are times when even perfumes, baths and beauty aids may fail to make you attractive—if you neglect the practice of feminine hygiene. Many experienced family doctors know that this neglect has wrecked the happiness of countless marriages.

Don't risk offending in this most personal way. Be *sure* of complete exquisiteness. Follow the "Lysol" method of efficient feminine hygiene.

Ask your own doctor about "Lysol" disinfectant. He will tell you "Lysol" has been used in many hospitals and clinics for years as an effective antiseptic douche. Directions for use are on each bottle.

*Six reasons for using "Lysol" for feminine hygiene—*

**1—Non-Caustic** . . . "Lysol", in the proper dilution, is gentle and efficient, contains no harmful free caustic alkali.

**2—Effectiveness** . . . "Lysol" is a powerful *germicide*, active under practical conditions, effective in the presence of organic matter (such as dirt, mucus, serum, etc.).

**3—Spreading** . . . "Lysol" solutions spread because of low surface tension, and thus virtually *search out germs.*

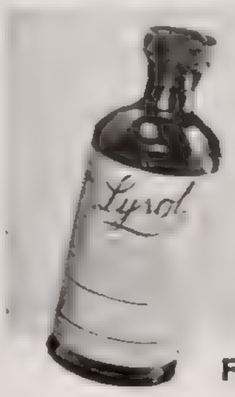
**4—Economy** . . . "Lysol" is concentrated, costs only about one cent an application in the proper dilution for feminine hygiene.

**5—Odor** . . . The cleanly odor of "Lysol" disappears after use.

**6—Stability** . . . "Lysol" keeps its full strength no matter how long it is kept, how often it is uncorked.

•

**Also, try Lysol Hygienic Soap** for bath, hands and complexion. It's cleansing, deodorant.




Lysol Disinfectant

FOR FEMININE HYGIENE

**What Every Woman Should Know**

SEND THIS COUPON FOR "LYSOL" BOOKLET

LEHN & FINK Products Corp.,
Dept. 6-R. S., Bloomfield, N. J., U. S. A.

Send me free booklet "*Lysol vs. Germs*" which tells the many uses of "Lysol."

*Name*_____

*Street*_____

*City*_____ *State*_____

Copyright 1938 by Lehn & Fink Products Corp.

# They give you *FRESH* Faces



**They Keep Stars Fresh!**

Who keeps your favorite movie star looking so FRESH? Why, it's those geniuses of make-up! They give you FRESH FACES on the screen, as Old Gold gives you FRESHNESS in cigarettes.

# OLD GOLD gives you *FRESH CIGARETTES*

HOURS waiting "on the lot". Dust and dirt. The heat of Kleig lights. Yet a screen star . . . to retain her charm and appeal . . . must be *utterly fresh* the instant she steps before the camera.

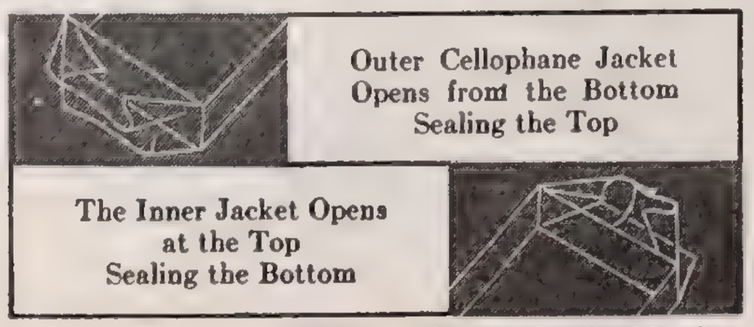
Cigarettes face that freshness problem, too. They travel far to reach you; and along the way they're beset by dryness, dampness, dust. Yet a cigarette . . . to retain its charm and appeal . . . must be *utterly fresh* the instant you put a match to it.

Hollywood spends a fortune to guard the freshness of its stars. We spend a fortune to guard the freshness of our star . . . Double-Mellow Old Gold.

We put an *extra* jacket of costly moisture-proof Cellophane around every Old Gold package. Thus, double-wrapped and double-sealed, Old Gold's mellow prize crop tobaccos are protected from staleness. Every Old Gold reaches you exactly as we make it . . . and that's as fine as a cigarette can be made.




**Here's why the O.G. package keeps 'em *fresh***




**TUNE IN** on Old Gold's Hollywood Screenscoops, Tues. and Thurs. nights, Columbia Network, Coast-to-Coast

Copyright, 1938, by P. Lorillard Co., Inc.


# CANDIDS



*Amos 'n' Andy*, pioneer radio stars, recently celebrated their tenth air birthday.



Mercedes McCambridge, 21 and, known as Mercy, is heard on numerous *NBC* dramas.



Just like any average girl, *The Songshop's* Alice Cornett does her personal laundry.

# DISTINGUISHED SERVICE TO RADIO





The accordion which Phil uses was especially manufactured for him in Italy. Strangely enough, it works "backwards."

Phil Baker is heard every Sunday evening at 7:30 *EDST* over the Columbia Broadcasting System. He started his radio career on St. Patrick's Day in 1933 and was a hit.



*Bottle* is actually Harry McNaughton, an Englishman who was a favorite in England before coming to America. He's been with Phil since his air début.

Ever since March, 1933, when he made his first appearance before a microphone, Phil Baker, thanks to his personality, originality and material, has been one of radio's few outstanding comedians. He originated and popularized the heckling "stooge" type of comedy on the air, just as he did in the theatre. In fact, his characters of *Beetle* and *Bottle* are almost as well known as himself. And simply because of Phil's unselfishness in giving sure-fire laugh lines to others.

He started his stage career as a musician. He played the accordion, although he never took a lesson in his life. Good fortune first smiled on Phil when he teamed with Ben Bernie in vaudeville. Their act was tremendously successful. But it was not until he left Ben and did a "single" that his great gift of humor really became famous.

Phil, decidedly a family man, is the father of three children. Mrs. Baker is the former stage star, Peggy Cartwright.

Phil's humor is never offensive. He knows how to get laughs without resorting to off-color material. Radio listeners depend on him to cheer them up. And he never lets them down. His purpose in life is to make people happy and he has succeeded brilliantly.

To Phil Baker, of the *Good Gulf Program*, Radio Stars Magazine presents its award for Distinguished Service To Radio.

Lester C. Grady

Editor.

# STRAIGHT FROM THE COLD SHOULDER!



**JOHN BARRYMORE**
". . . through frequent and varied air appearances, he has justified a demand that he be given a program of his own . . ."



**MARTHA RAYE**
". . . good when she sings, bad when she wisecracks with Professor Jolson . . ."



**KEN MURRAY AND OSWALD**
". . . they still fall short—not because of *how* they say lines, but because of *what* they say . . ."



**BOAKE CARTER**
". . . disconcerting is his practice of switching from massacres in China to *Huskies* in bowls . . ."

# BY WILLIAM L. VALLEE

IF swiftish Glenn Cunningham were to stop abruptly, in the midst of one of his record-breaking mile runs, and exhort the spectators to buy *Purple Pills For Power,* it would be no less disconcerting than is Boake Carter's irritating practice of switching from massacres in China to *Huskies* in bowls.

Careful Carter!

—•—

*FROM London comes something foreign to U. S. radio sets—dirty jokes.*

*Via* WOR, *the London Palace Of Varieties presented a number of inferior vaudeville artists of the type who contributed to the demise of that institution in this country. In this company was comedian George Robey, whose stature abroad is equivalent to W. C. Fields' here.*

*Robey went in for double entendre so much that finally he found it necessary to complain that people always took his jokes the wrong way. To prove it, he told the one about the couple who registered at a hotel as man and wife. The man asked his alleged wife a question as he was signing the register and she answered: "Yes,* sir." *But, Robey explained, they really were married. However the explanation came* after *the audience had snickered, enjoyed the salacious hint. That particular gag was dirty enough to be used in an Earl Carroll blackout years ago.*

—•—

**Then he told the one about the old maid who arrived at a neighbor's house just as they were giving the baby a bath. Said the old maid: "If my memory serves me right that's a boy . . . ."**

**And someone said the British Broadcasting Corporation was strait-laced and dull! So was Minsky's . . . .**

—•—

LET pianist Alec Templeton take unto himself the Decoration of the Order Of Originality, first class, for his vocal and pianistic imitation of a short wave broadcast not coming over so well. His mimicking of the peculiar sound effects coincidental to poor short wave reception was superb.

—•—

*UP until now the* Mollé-Vox Pop *broadcast has kept to light questions that were in good taste, but the other night they slipped. Slipped when Wally Butterworth asked a young man if there were any black sheep in his family. Apart from being impertinent, a question of this order would be apt to embarrass some people to the extent of causing pain. Let producer Morry Hamilton watch over his charges more closely.*

—•—

**THE best W. C. Fields imitator, barring none, is Hearst radio editor, Dinty Doyle.**

—•—

## SCRAWLS FROM THE BACKS OF OLD ENVELOPES

Glenn Morris, Eleanor Holm Jarrett's film *Tarzan,* was once employed in the *NBC* Special Events section. After a decathlon his heart was in such bad condition that at intervals he would become pale and ill, have to be rushed to a doctor . . . Let's thank Joe Penner for using sweet-voiced Gene Austin . . . John Barrymore, through frequent and varied appearances, has justified a demand that he be given a program of (*Continued on page 74*)

**Wherein salaams and slams are justly accorded the good and bad in air entertainment. There's no chip on our commentator's shoulder. He states only facts**

Fannie's childhood desire to play Topsy in *Uncle Tom's Cabin* inspired her to create Baby Snooks for the stage 17 years ago.

BY GLADYS HALL

# FANNIE BRICE'S SECRET OF HOW TO KEEP SMILING

**Her air version of Baby Snooks makes America laugh even when Fannie doesn't feel mirthful herself. Keeping her grin is an art**



Eleanor Holm, swimming champion, radio singer and *Tarzan's* latest film mate, announced her engagement to Billy Rose while still Mrs. Art Jarrett. But Fannie hasn't yet divorced Billy.



Show producer Billy Rose married Fannie about eight years ago. Previously she was wed to a barber named White, whom she divorced in 1912, and to Nicky Arnstein, from 1919 until 1927.

EDITOR'S NOTE: *Marital upheavals are enough to get my woman down, but not Fannie. Three times she's ried and three times she's failed, yet the Brice smile as not been dimmed.*

*Not many people know that she was once married o a barber named White, and that the union erminated in 1912.*

*Her next venture was more difficult to laugh off. n 1919 she married notorious Nicky Arnstein, loved im blindly though he was unworthy of such love. ame screaming headlines of a five million dollar bond obbery, and Nicky disáppeared. For two years Fannie elieved him innocent, though she did not know where e was. She was in the* Ziegfeld Follies *at the time, nd Fannie's smile, like the show, had to go on. Not ntil she sang* My Man *from the stage did her public ealize-what kept her fortified against despair.. After wo years, Nicky returned to New York and volun- rily surrendered to the police. In October, 1925, e was condemned to Leavenworth, where he remained or two more years.. Fannie waited for his release, ied to resume life with Nicky, but things were not ie same. In 1927 she sued for a divorce, charging ruelty.*

*Around 1930 Fannie became the wife of Billy Rose, roducer of spectacular shows. They were seemingly ppy until recently, when a strange announcement ppeared in the papers. It was that Eleanor Holm, swimming champion, intended to marry Billy. Fannie was taken completely unaware. So was Eleanor's hus- band, Art Jarrett, who immediately sued for divorce.*

*If this state of affairs disturbed Fannie, it was not at all evident. She continued with her screen and radio work and the smile was no less bright. Though they are separated, neither Fannie nor Billy has started divorce proceedings as we go to press. Rumor has it, however, that Fannie may surrender the title of Mrs. Billy Rose in the near future. Still, the smile carries on. Herewith, in an exclusive interview with Gladys Hall, Fannie explains why:*

"I KEEP SMILING," said Fannie almost sharply, "because I can't bear anyone to feel sorry for me. And this is a secret, or has been up to now. It's the secret of *why* I keep smiling. How I keep smiling is another story, we'll come to that later . . . No one has ever seen me cry. No one ever will. I'd kill anyone who put their arms about me and gave me a 'Gee, I'm sorry for you, kid.' Just let anyone try to pity me! I'm even embarrassed when other people cry. I never know where to look or what to do or what to say.

*(Continued on page 56)*

*(Above)* Frank's stage and screen experience has made him a connoisseur of pulchritude. Upon visiting New York's International Casino, he decided to judge the show girls. *(Below, left)* Surrounded by the eight most eligible, Frank takes down measurements and makes notes in best contest style. *(Right)* Two girls receive close inspection.





# CAN YOU PICK THE WINNER?





**Frank Parker becomes a beauty judge, but do you agree with his choice? Turn to page 79 and see**

If long legs are any criterion of beauty, this young lady need have no serious fears.

*bove)* Frank is five-feet-ten himself, but these ·ls tower above him. *(Below)* Beauty of face, as ll as form, is to be considered in the judging.



# BETWEEN BROADCASTS

A pictorial peek at your favorites of the air-lanes, snapped in informal moments off the ethe

9. Virginia Torrell, *NBC* singing and dramatic starlet, although only fifteen, is a veteran broadcaster.

*Wide W*



2

*Bert Lawson*

1. Jack Benny recently visited Phil Harris at the Palomar and played a few numbers with Phil's band.

2. Kate Smith, with Jack Miller and Ted Straeter, gives a cake at each broadcast to a lucky ticket-holder.

3. Allan Jones with two of his prize thoroughbreds, Smokey and Big Boy. Raising horses is Allan's hobby.

4. Nan Wynn and Claire Sherman, featured *CBS* artists, indulge none too strenuously in wrestling.

5. Lanny Ross just celebrated his 32nd birthday. With him are Mrs. Ross, Phil Baker and Rosalind Russell.

6. Don Ameche and his wife are race-track enthusiasts. Here they are at the Turf Club at Santa Anita, Cal.

7. The famous mother of George Jessel, rarely seen in public, dines with her son in Hollywood.

8. Eddy Duchin and Benny Goodman, outstanding bandleaders, enjoy a laugh over a tricky musical score.



3



4



7



# RADIO RAMBLINGS

**Behind the nation's mikes with news and notes by your aireporter**



Jack Benny worries over his scripts, rehearsals and each program. When one is over, he starts worrying about the next. Ad-libbing by himself and cast puts him in stitches.

BY ARTHUR MASON



Marie Louise Quevli, frequently heard on *Continental Varieties*, competed in the *Metropolitan Opera Auditions of the Air*. Now she wants an opera career.



Kenny Baker never hesitates to show his disapproval to Boss Benny. The young tenor is now a rising picture player.

WHEN you hear of all that money coming in, you wonder what the radio and movie stars do with it. Here's a sample—a little exceptional, to be sure, but it's an idea! Jon Hall was paid $2,000 recently for one appearance on Kate Smith's program in New York during an interval between pictures in Hollywood. He has two agents, one for business and one for legal affairs, each of whom gets ten percent of his earnings. There went $400. Under his movie contract, he had to surrender half of his outside salaries. Deductions, so far, total $1,400.

He had to travel from Hollywood to New York and in the de luxe style that movie stars use. The cost would be around $300, round trip, with extra fares, meals on the train, etc. He couldn't go to just any hotel in New York. Appearances must be kept up, so the few days spent in rehearsal and broadcast were another $100. That left Mr. Hall $200 profit for his appearance on the Kate Smith show, which made him one of the lowest-profit actors of the whole cast that week, in spite of all his movie reputation.

*Imagine what he said when the income tax (California, New York and federal) men came around to levy on that $200. (He had to pay rent in Hollywood, too.)*

**HERE'S another reason why radio programs can't get anyone they want for a certain week. An *NBC* Sunday afternoon program titled *Radio Newsreel* came across a Philadelphia schoolboy named Donald Duck. The kids in school all teased the boy and he seemed material for an amusing radio interview. *NBC* has a rule that all interview prospects must be approved in advance.**



Fred Allen's ad-libbing is a menace to cast and guests, for it frequently leaves them speechless. His face isn't any help!

*This case seemed simple, so the young man from* Radio Newsreel *came blithely up to* NBC *with the clipping about the little boy named Donald Duck.*

*"Well," was the cautious reply, "Walt Disney has been very cagey about allowing use of the Mickey Mouse name. Maybe you better get his approval."*

*Mickey Mouse is in the New York phone book so the young man telephoned the number.*

*"Mickey Mouse, good morning," said a young lady. It was a little confusing but the young man asked questions and finally was connected with an executive on another floor. There was some hemming and hawing about whether a Philadelphia schoolboy named Donald Duck was entitled to the name, even if it was his own. Finally decision came that the Mickey Mouse office would not object if Mickey Mouse's sponsors on the radio, the* Pepsodent Company, *didn't mind.*

**The sponsors were telephoned in their New York office and the young man was referred to the Chicago office. He knew an answer to that one. His company had a Chicago office, too. He dumped the whole thing in its expansive Middle-Western lap. The Chicago office started phoning and found the whole difficulty vanishing like nothing. Of course, the *Pepsodent Company* didn't mind! The Philadelphia boy's name was Donald Duck, wasn't it?**

The young man in New York took all the chapters of his story back to *NBC*. They agreed he had lived up to all conditions and granted him permission to go ahead and arrange an interview with the little boy, aged seven, named Donald (*Continued on page 70*)

# KEEPING THE BOYS IN TRIM

**Tommy Dorsey finds it's wise to keep musicians fit as fiddles for the best in swing**

Don't let him frighten you. It's only sax player Freddie Stulce swingin' on the parallel bars.

*(Right)* Skeets Herfurt, saxophonist, on the chin bar, looks as if he needs rescuing in a big way.

*All photos by Blake-Zweifach at West Side Y.M.C.A. of New York, N.Y.*

Howard Smid, pianist in the Tommy Dorsey band, is a dead-eye shot with the basketball. He made this one.



Girl vocalist Edythe Wright, really one of the boys, keeps in trim with sun baths at the beach.

Vocalist Jack Fulton works up a sweat on the gym punching bag.

Earl Hagen, 18-year-old trombonist, is a wizard on rings. Playing a trombone seems exercise enough.

Trumpeter Lee Castaldo finds the best way to keep fit is the difficult exercise of rope climbing. Try it.

*(Above)* On the wrestling mat, guitarist Carmen Maestren pins trombonist Les Jenkins with a toe-hold.

Tommy Dorsey, himself, claims he gets enough exercise on his farm, so he plays table tennis.

# MY, HOW TIMES


1


2


3

Jean Colbert, who is featured on the *MBS* program *Twenty Years Ago and Today*, shows how a typical American girl of 1918 began a day.





1. The 1918 Jean awakes in a long-sleeved cotton nightie and hair-ribbon. 2. Modestly, she puts on a heavy silk stocking. 3. She sings a morning hymn. 4. Squeezing into a tight-waisted skirt wasn't easy. 5. All set for the day, in chic attire *à la* 1918.

# HAVE CHANGED!



1



2



3



5 A modernized miss of 1938 is not so modest. She wears a satin slip and has zipper skirts.



1. Today Jean sleeps in silk. 2. She wears sheer stockings. 3. In a gay striped blouse, her day starts with a rousing swing tune. 4. Man-tailored suits are quite stylish and cigarettes are no longer forbidden.

Frances Langford rests better when prettied up. The *Hollywood Hotel* vocalist has a new hair-do.



*Lum 'n' Abner* write their own scripts, do their own sound effects and answer mail.

# IN THE

## News views of network stars

*The Ranch Boys*, Shorty Carson, Curley Bradley and Jack Ross, were real cowpunchers.





A few years ago Lucille Manners worked as a stenographer to earn voice-lesson money.



Three *CBS* singers, Nan Wynn, Barry Wood and Howard Phillips, are swimming enthusiasts.

# RADIO SPOTLIGHT

## showing them enjoying their work, moments of relaxation and time for play



Film actress Judith Allen *(right)* was guest of Betty Bennett and tiny Jackie Heller.



Doris Rhodes first sang with Henry Busse's orchestra. Now she has two *CBS* solo spots.



Pianist Claude Thornhill and a Cuban Marimbula, known as the "Bed Springs."

Violinist Kurt Dieterle slams a real door to conclude Good Night, Ladies.





Louis Biamonte, "Toots" Mondello and Ed Powell, saxophonists, make music with medicine bottles.

# THE BANDWAGON

THE band busines is a highly competitive one, but there is a certain leader who is the favorite of the majority of the boys. Strictly, he isn't a dance maestro, yet his dance arrangements are the best you'll hear. He also knows how to swing out on a chorus of Beethoven.

Andre Kostelanetz is the name, and he will go to any length to get the perfect musical effect. That's one of the reasons for his success.

*On a recent broadcast, for example, he played an arrangement called "Movie Music." Unusual effects were needed and Kostelanetz worked a week to devise them.*

**One he used was a small, red rubber hose. He had a saxophonist pinch the end of the hose, blow into the other end and play the tune of *Popeye, The Sailorman*. He created another effect with six medicine bottles filled to varying heights with water. The three saxophonists abandoned their orthodox instruments, blew into the bottles and out came another tune. The shopping for those effects was done at the corner drug-store.**



One sound he uses, though, hurts the sensitive Kostelanetz ear. It is produced by an obsolete instrument called the "rothophone," a cross between an anaemic saxophone and a flute. He says it should be called a "rotten-phone"—but its wheezy tone is a good one.

*Andre thinks the best effects are usually the easiest ones. He ends his orchestration of* Good Night, Ladies, *for example, with the slam of a door—a real one. One of his most famous tags goes with* Church Mouse on a Spree. *He went around to a 53rd Street hardware store, bought two mouse-traps—one for a spare —and had Violinist Ocko snap the steel catch into a microphone to end the number.*

**He polished off his arrangement of Raymond Scott's *Powerhouse* by sounding a whistle. It was a whistle he bought in a ten cent store, but he had to buy five of them before he got the one that hit B above high C.**

Sometimes he needs the sound of a boat whistle. Every radio sound effect department has an instrument that sounds exactly like a boat whistle. But Kostelanetz went down to the waterfront, stopped at a marine supply store and bought the one he wanted.

BY JERRY MASON



Bernie Ocko, violinist, snaps a mouse-trap to end *Church Mouse on a Spree.*



Walter Gross, master pianist, blows into a bag for an explosive effect.



Guitarist John Cali toots a whistle for Kostelanetz' *Casey Jones* number.

# Entertaining notes on American music-makers, with special emphasis this month on Andre Kostelanetz and how he obtains his unique sound effects

*One Kostelanetz musician makes a living by the skin of his teeth. He is Bernie Ladd, who plays the "dental blocks" for certain arrangements. The dental blocks are nothing more than Ladd's molars and bicuspids tapped in front of the microphone with his fingernails or a pencil. By changing the shape of his mouth, he changes the pitch and can even play a recognizable tune.*

**One of the more famous Kostelanetz arrangements is that of *Casey Jones*. Andre paints a musical picture of the sad and sudden departure from life of Engineer Casey. After the big kettle drums indicate the fatal crash of engines there is silence. A silence which is broken by a typical Kostelanetz touch—the "tweet" of birds, produced by courtesy of the sound effects department. The idea, of course, is that Casey is on his way to heaven.**

At the moment, Andre is very proud of another invention of his. He's discovered a new way to use his brass section and a piano. Looking like a Rube Goldberg drawing, the invention works like this: The cover is lifted off one of the baby grands. Six long, hollow cylinders are placed on top of the strings. Six members of the brass section line up (see picture), each to a tube, and play their instruments directly (*Continued on page 72*)

*All photos by Blake Zweifach*



Andre is proud of this piano-brass section invention. The piano cover is removed, cylinders inserted under a heavy cloth, and six men play into the openings of the cylinders.

# HAPPY

**The thirty-fifth birthday of**





When the cake was served, moppet McCarthy covered himself and Bergen with embarrassment and icing. *(Above, right)* Don Ameche, Charlie, Bob Hope and Ken Murray watch Shirley Ross hand their presents to Edgar.

Ken Murray, instigator of the surprise party given at Edgar's Beverly Hills home, gave Mrs. Bergen the honor of cutting the cake for her famous son.

# BIRTHDAY, EDGAR!

## entriloquist Bergen was celebrated in fine style by eighty friends and Charlie




Dorothy Lamour gave Edgar a large birthday kiss, and W. C. Fields, not to be left out, planted one on laughing Shirley Ross.

Jon (*The Hurricane*) Hall and Frances Langford enjoyed the plentiful assortment of food and the company of each other.

Pickets Fields and Lamour kidded Bergen by parading this sign in front of his house. Anyway, he said it was his "swellest" party.

Nadine Connor, called from Hollywood to sing as guest on *The Songshop*, tossed clothes in a bag, planed in to New York and registered at a hotel.

As she unpacks in her room, doubts assail Nadine. Her departure was so hasty that she's "certainly forgotten something" and "hasn't a thing to wear!"

# "LIVING OUT OF A SUITCASE..."

After an arduous afternoon rehearsal, a beauty nap is followed by a manicure and phone discussion with Gustave Haenschen, maestro of the *Songshop*.

Now to dress for the program. It's not collar-button trouble that has Nadine floored, so it must be a missing stocking. She forgot spares!


5


6



3



4



7

(3) The one bag seems to hold plenty! Nadine is puzzled about what to wear to rehearsal. Shall it be the turquoise or the figured organdy one? (4) It's the turquoise, so now the songbird proceeds to iron out a few of the travel wrinkles.

(7) "Putting on the face" is next, for studio audiences are frank critics. Nadine is now using her real name, though for a while she was known as Peggy Gardner and Olga Bogdanova. She has an apartment in Hollywood, but spends much time on her mother's ranch in Compton, California.

(8) Nadine didn't forget this gown, and suitcase-living hasn't hurt it. With a zip of the zipper she's all set to make the women in the audience gasp with envy, and to fascinate the listeners with her voice.



8

# CANDIDS

Visiting bandleaders helped celebrate Abe Lyman's 20th anniversary in show business by joining his orchestra at the Casa Manana. Freddie Rich at piano; Clyde McCoy, trumpet; Jimmy Dorsey, clarinet; Russ Morgan, trombone; Abe at the drums; Will Osborne conducting.

Lucille Bremer, one of the famous Radio City Rockettes, gave Guy Lombardo and Del Sharbutt some tips on precision dancing when she was their air guest.

Ruth, the circus elephant, was delighted to see actress Gail Patrick, who visited her with CBS commentator George McCall.

# COAST-TO-COAST PROGRAM GUIDE

THE regular programs on the four coast-to-coast networks are here listed in a day-by-day time schedule. The National Broadcasting Company Red Network is indicated by *NBC-Red;* the National Broadcasting Company Blue Network is indicated by *NBC-Blue;* the Columbia Broadcasting System by *CBS* and the Mutual Broadcasting System by *MBS.*

All stations included in the above networks are listed below. Find your local station on the list and tune in on the network specified.

ALL TIME RECORDED IS EASTERN DAYLIGHT SAVING TIME. This means that for Eastern Standard and Central Daylight Time, you must subtract one hour. For Mountain Daylight and Central Standard Time, subtract two hours. For Pacific Daylight and Mountain Standard Time, subtract three hours. And for Pacific Standard Time, subtract four hours. For example: *11:00* A. M. EDST becomes *10:00* A. M. *EST and CDST; 9:00* A. M. *MDST and CST; 8:00* A. M. *PDST and MST; 7:00* A. M. *PST.*

If, at a particular time, no network program is listed, that is because there is no regular program for that time, or because the preceding program continues into that period.

### NATIONAL BROADCASTING COMPANY—RED NETWORK

| | |
|---|---|
| WSB | Atlanta, Ga. |
| WFBR | Baltimore, Md. |
| WBRC | Birmingham, Ala. |
| WNAC | Boston, Mass. |
| WBEN | Buffalo, N. Y. |
| WMAQ | Chicago, Ill. |
| WTAM | Cleveland, Ohio |
| KOA | Denver, Colo. |
| WHO | Des Moines, Iowa |
| WWJ | Detroit, Mich. |
| WTIC | Hartford, Conn. |
| KPRC | Houston, Tex. |
| WIRE | Indianapolis, Ind. |
| WJDX | Jackson, Miss. |
| WDAF | Kansas City, Mo. |
| KFI | Los Angeles, Cal. |
| WMC | Memphis, Tenn. |
| KSTP | Minneapolis-St. Paul. Minn. |
| CBM | Montreal, Canada |
| WEAF | New York, N. Y. |
| WSMB | New Orleans, La. |
| WOW | Omaha, Neb. |
| KYW | Philadelphia, Pa. |
| WCAE | Pittsburgh, Pa. |
| WCSH | Portland, Me. |
| KGW | Portland, Ore. |
| WJAR | Providence, R. I. |
| WMBG | Richmond, Va. |
| KSD | St. Louis, Mo. |
| KDYL | Salt Lake City, Utah |
| KPO | San Francisco, Cal. |
| WGY | Schenectady, N. Y. |
| KOMO | Seattle, Wash. |
| KHQ | Spokane, Wash. |
| WRC | Washington, D. C. |
| WDEL | Wilmington, Del. |
| WTAG | Worcester, Mass. |

### NATIONAL BROADCASTING COMPANY—BLUE NETWORK

| | |
|---|---|
| WABY | Albany, N. Y. |
| WAGA | Atlanta, Ga. |
| WBAL | Baltimore, Md. |
| WJBO | Baton Rouge, La. |
| WSGN | Birmingham, Ala. |
| WBZ | Boston, Mass. |
| WICC | Bridgeport, Conn. |
| WEBR | Buffalo, N. Y. |
| WMT | Cedar Rapids, Iowa |
| WENR | Chicago, Ill. |
| WLS | Chicago, Ill. |
| WHK | Cleveland, Ohio |
| KVOD | Denver, Colo. |
| KSO | Des Moines, Iowa |
| WXYZ | Detroit, Mich. |
| WLEU | Erie, Pa. |
| WOWO | Ft. Wayne, Ind. |
| KXYZ | Houston, Tex. |
| WJTN | Jamestown, N. Y. |
| WREN | Lawrence, Kan. |
| KECA | Los Angeles, Cal. |
| WMPS | Memphis, Tenn. |
| WTCN | Minneapolis, Minn. |
| CFCF | Montreal, Canada |
| WICC | New Haven, Conn. |
| WDSU | New Orleans, La. |
| WJZ | New York, N. Y. |
| KLO | Ogden, Utah |
| KOIL | Omaha, Neb.-Council Bluffs, Ia. |
| WFIL | Philadelphia, Pa. |
| KDKA | Pittsburgh, Pa. |
| KEX | Portland, Ore. |
| WEAN | Providence, R. I. |
| WRTD | Richmond, Va. |
| WHAM | Rochester, N. Y. |
| KWK | St. Louis, Mo. |
| KFSD | San Diego, Cal. |
| KGO | San Francisco, Cal. |
| KTMS | Santa Barbara, Cal. |
| KJR | Seattle, Wash. |
| KGA | Spokane, Wash. |
| WBZA | Springfield, Mass. |
| WSYR | Syracuse, N. Y. |
| WSPD | Toledo, Ohio |
| WMAL | Washington, D. C. |

### NBC-SUPPLEMENTARY STATIONS

**(May be on either RED or BLUE networks)**

| | |
|---|---|
| KOB | Albuquerque, N. M. |
| WSAN | Allentown, Pa. |
| KGNC | Amarillo, Tex. |
| WWNC | Asheville, N. C. |
| KERN | Bakersfield, Cal. |
| KFDM | Beaumont, Tex. |
| KGHL | Billings, Mont. |
| KFYR | Bismarck, N. D. |
| KIDO | Boise, Idaho |
| KGIR | Butte, Mont. |
| WCSC | Charleston, S. C. |
| WSOC | Charlotte, N. C. |
| WCFL | Chicago, Ill. |
| WSAI | Cincinnati, Ohio |
| WCKY | Cincinnati, Ohio |
| WLW | Cincinnati, Ohio |
| WIS | Columbia, S. C. |
| WCOL | Columbus, Ohio |
| KRIS | Corpus Christi, Tex. |
| KGKO | Dallas-Ft. Worth, Tex. |
| WFAA | Dallas, Tex. |
| WEBC | Duluth, Minn. |
| KTSM | El Paso, Tex. |
| WGBF | Evansville, Ind. |
| WDAY | Fargo, N. D. |
| WGL | Ft. Wayne, Ind. |
| WBAP | Ft. Worth, Tex. |
| KMJ | Fresno, Cal. |
| WOOD | Grand Rapids, Mich. |
| WFBC | Greenville, S. C. |
| KPFA | Helena, Mont. |
| KGU | Honolulu, Hawaii |
| KTHS | Hot Springs, Ark. |
| WJAX | Jacksonville, Fla. |
| WROL | Knoxville, Tenn. |
| KARK | Little Rock, Ark. |
| WAVE | Louisville, Ky. |
| WIBA | Madison, Wis. |
| WFEA | Manchester, N. H. |
| KMED | Medford, Ore. |
| WIOD | Miami Beach, Fla. |
| WTMJ | Milwaukee, Wis. |
| CBF | Montreal, Canada |
| WSM | Nashville, Tenn. |
| WTAR | Norfolk, Va. |
| WKY | Oklahoma City, Okla. |
| KTOK | Oklahoma City, Okla. |
| KTAR | Phoenix, Ariz. |
| KOAM | Pittsburg, Kans. |
| KSEI | Pocatello, Idaho. |
| KGHF | Pueblo, Colo. |
| WPTF | Raleigh, N. C. |
| KFBK | Sacramento, Cal. |
| WSUN | St. Petersburg, Fla. |
| WOAI | San Antonio, Tex. |
| KTBS | Shreveport, La. |
| KSOO | Sioux Falls, S. D. |
| KELO | Sioux Falls, S. D. |
| KGBX | Springfield, Mo. |
| KWG | Stockton, Cal. |
| WEBC | Superior, Wis. |
| WFLA | Tampa, Fla. |
| WBOW | Terre Haute, Ind. |
| CBL | Toronto, Canada |
| KVOO | Tulsa, Okla. |
| KTFI | Twin Falls, Idaho. |
| KRGV | Weslaco, Tex. |
| KANS | Wichita, Kans. |
| WBRE | Wilkes-Barre, Pa. |
| WORK | York, Pa. |

### COLUMBIA BROADCASTING SYSTEM STATIONS

| | |
|---|---|
| WADC | Akron, Ohio |
| WOKO | Albany, N. Y. |
| WAIM | Anderson, S. C. |
| WGST | Atlanta, Ga. |
| WPG | Atlantic City, N. J. |
| WRDW | Augusta, Ga. |
| KNOW | Austin, Tex. |
| WCAO | Baltimore, Md. |
| WLBZ | Bangor, Me. |
| WAPI | Birmingham, Ala. |
| WNBF | Binghamton, N. Y. |
| WEEI | Boston, Mass. |
| WGR | Buffalo, N. Y. |
| WKBW | Buffalo, N. Y. |
| WCHS | Charleston, W. Va. |
| WBT | Charlotte, N. C. |
| WDOD | Chattanooga, Tenn. |
| WBBM | Chicago, Ill. |
| WKRC | Cincinnati, Ohio |
| WGAR | Cleveland, Ohio |
| KVOR | Colorado Springs, Colo. |
| WBNS | Columbus, Ohio |
| KRLD | Dallas, Tex. |
| WOC | Davenport, Iowa |
| WHIO | Dayton, Ohio |
| KLZ | Denver, Colo. |
| KRNT | Des Moines, Iowa |
| WJR | Detroit, Mich. |
| WKBB | Dubuque, Iowa |
| KDAL | Duluth, Minn. |
| WDNC | Durham, N. C. |
| WESG | Elma-Ithaca, N. Y. |
| WEOA | Evansville, Ind. |
| WMMN | Fairmont, W. Va. |
| KARM | Fresno, Cal. |
| WTAQ | Green Bay, Wis. |
| WBIG | Greensboro, N. C. |
| KFBB | Great Falls, Mont. |
| WHP | Harrisburg, Pa. |
| WDRC | Hartford, Conn. |
| WMFG | Hibbing, Minn. |
| KGMB | Honolulu, Hawaii |
| KTRH | Houston, Tex. |
| WFBM | Indianapolis, Ind. |
| WMBR | Jacksonville, Fla. |
| KMBC | Kansas City, Mo. |
| WNOX | Knoxville, Tenn. |
| WKBH | La Crosse, Wis. |
| KFAB | Lincoln, Neb. |
| KLRA | Little Rock, Ark. |
| KNX | Los Angeles, Cal. |
| WHAS | Louisville, Ky. |
| WMAZ | Macon, Ga. |
| KGLO | Mason City, Iowa |
| WREC | Memphis, Tenn. |
| WCOC | Meridian, Miss. |
| WQAM | Miami, Fla. |
| WALA | Mobile, Ala. |
| WISN | Milwaukee, Wis. |
| WCCO | Minneapolis, Minn. |
| KGVO | Missoula, Mont. |
| WSFA | Montgomery, Ala. |
| CKAC | Montreal, Canada |
| WLAC | Nashville, Tenn. |
| WWL | New Orleans, La. |
| WABC | New York, N. Y. |
| KOMA | Oklahoma City, Okla. |
| WDBO | Orlando, Fla. |
| WPAR | Parkersburg, W. Va. |
| WCOA | Pensacola, Fla. |
| WMBD | Peoria, Ill. |
| WCAU | Philadelphia, Pa. |
| KOY | Phoenix, Ariz. |
| WJAS | Pittsburgh, Pa. |
| WBRK | Pittsfield, Mass. |
| KOIN | Portland, Ore. |
| WPRO | Providence, R. I. |
| KOH | Reno, Nev. |
| WRVA | Richmond, Va. |
| WDBJ | Roanoke, Va. |
| WHEC | Rochester, N. Y. |
| KROY | Sacramento, Cal. |
| KMOX | St. Louis, Mo. |
| WCCO | St. Paul, Minn. |
| KSL | Salt Lake City, Utah |
| KTSA | San Antonio, Tex. |
| KSFO | San Francisco, Cal. |
| WTOC | Savannah, Ga. |
| WGBI | Scranton, Pa. |
| KIRO | Seattle, Wash. |
| KWKH | Shreveport, La. |
| KSCJ | Sioux City, Iowa |
| WSBT | South Bend, Ind. |
| KFPY | Spokane, Wash. |
| WMAS | Springfield, Mass. |
| WNBX | Springfield, Vt. |
| WFBL | Syracuse, N. Y. |
| KVI | Tacoma, Wash. |
| WDAE | Tampa, Fla. |
| WIBW | Topeka, Kans. |
| CFRB | Toronto, Canada |
| KGAR | Tucson, Ariz. |
| KTUL | Tulsa, Okla. |
| WIBX | Utica, N. Y. |
| WHLB | Virginia, Minn. |
| WACO | Waco, Tex. |
| WJSV | Washington, D. C |
| WJNO | W. Palm Beach, Fla. |
| WWVA | Wheeling, W. Va. |
| KFH | Wichita, Kans. |
| WSJS | Winston-Salem, N. C. |
| WORC | Worcester, Mass. |
| WNAX | Yankton, S. D. |
| WKBN | Youngstown, Ohio |

### MUTUAL BROADCASTING SYSTEM STATIONS

| | |
|---|---|
| KXRO | Aberdeen, Wash. |
| KADA | Ada, Okla. |
| KVSO | Ardmore, Okla. |
| WRDO | Augusta, Me. |
| KPMC | Bakersfield, Cal. |
| WBAL | Baltimore, Md. |
| WLBZ | Bangor, Me. |
| KVOS | Bellingham, Wash. |
| WAAB | Boston, Mass. |
| WICC | Bridgeport, Conn. |
| WMT | Cedar Rapids, Iowa |
| WGN | Chicago, Ill. |
| WLW | Cincinnati, Ohio |
| WSAI | Cincinnati, Ohio |
| WCLE | Cleveland, Ohio |
| WHK | Cleveland, Ohio |
| KGGF | Coffeyville, Kans. |
| WHKC | Columbus, Ohio |
| WRR | Dallas, Tex. |
| KFEL | Denver, Colo. |
| KSO | Des Moines, Iowa |
| KXO | El Centro, Cal. |
| KCRC | Enid, Okla. |
| KORE | Eugene, Ore. |
| KIEM | Eureka, Cal. |
| WSAR | Fall River, Mass. |
| KTAT | Ft. Worth, Tex. |
| KFKA | Greeley, Colo. |
| WTHT | Hartford, Conn. |
| KGMB | Honolulu, Hawaii |
| WIRE | Indianapolis, Ind. |
| WHB | Kansas City, Mo. |
| WLNH | Laconia, N. H. |
| KFOR | Lincoln, Neb. |
| KHJ | Los Angeles, Cal. |
| WLLH | Lowell, Mass. |
| WFEA | Manchester, N. H. |
| WDGY | Minneapolis-St. Paul. Minn. |
| KDON | Monterey, Cal. |
| KBIX | Muskogee, Okla. |
| WSM | Nashville, Tenn. |
| WOR | Newark, N. J. |
| WNBH | New Bedford, Mass. |
| WNLC | New London, Conn. |
| KTOK | Oklahoma City, Okla. |
| KGY | Olympia, Wash. |
| KOIL | Omaha, Neb. |
| WFIL | Philadelphia, Pa. |
| WCAE | Pittsburgh, Pa. |
| WBBZ | Ponca City, Okla. |
| KALE | Portland, Ore. |
| WEAN | Providence, R. I. |
| WRVA | Richmond, Va. |
| KRNR | Roseburg, Ore. |
| KWK | St. Louis, Mo. |
| KSLM | Salem, Ore. |
| KFXM | San Bernardino, Cal. |
| KGB | San Diego, Cal. |
| KFRC | San Francisco, Cal. |
| KQW | San Jose, Cal. |
| KVOE | Santa Ana, Cal. |
| KDB | Santa Barbara, Cal. |
| KOL | Seattle, Wash. |
| KGFF | Shawnee, Okla. |
| WSPR | Springfield, Mass. |
| KGDM | Stockton, Cal. |
| KMO | Tacoma, Wash. |
| WOL | Washington, D. C. |
| WBRY | Waterbury, Conn. |
| KPQ | Wenatchee, Wash. |
| WBAX | Wilkes-Barre, Pa. |
| CKLW | Windsor-Detroit, Mich. |
| KIT | Yakima, Wash. |

# Sundays

## MAY 1—8—15—22—29

### MORNING

**8:00**
NBC-Red: JOHN WINTERS—organist
NBC-Blue: PEERLESS TRIO

**8:15**
NBC-Blue: VOCALIST

**8:30**
NBC-Red: KIDOODLERS
NBC-Blue: TONE PICTURES—Ruth Pepple, pianist; mixed quartet
CBS: SALON MUSICALE

**8:45**
NBC-Red: ANIMAL NEWS CLUB
CBS: SIDNEY RAPHAEL—pianist

**9:00**
NBC-Red: TURN BACK THE CLOCK—Alice Remsen, George Griffin
NBC-Blue: COAST TO COAST ON A BUS—Milton J. Cross
CBS: WINGS OVER JORDAN

**9:15**
NBC-Red: TOM TERRISS—speaker

**9:30**
NBC-Red: MELODY MOMENTS

**9:55**
CBS: PRESS-RADIO NEWS


Phil Cook


Jacob Tarshish


Josef Cherniavsky

**10:00**
NBC-Red: THE RADIO PULPIT—Dr. Ralph W. Sockman
NBC-Blue: RUSSIAN MELODIES
CBS: CHURCH OF THE AIR

**10:30**
NBC-Red: MADRIGAL SINGERS
NBC-Blue: DREAMS OF LONG AGO
CBS: AUBADE FOR STRINGS

**11:00**
NBC-Red: PRESS-RADIO NEWS
NBC-Blue: PRESS-RADIO NEWS
CBS: TEXAS RANGERS
MBS: REVIEWING STAND—world problems

**11:05**
NBC-Red: SILVER FLUTE
NBC-Blue: ALICE REMSEN—contralto

**11:15**
NBC-Blue: NEIGHBOR NELL
MBS: PAULINE ALPERT—pianist

**11:30**
NBC-Red: ANGLER AND HUNTER—Raymond R. Camp, sports talk
NBC-Blue: FELIX KNIGHT—songs
CBS: MAJOR BOWES' CAPITOL FAMILY
MBS: THE STORY TELLER'S HOUSE—Richard Blondell

**11:45**
NBC-Red: NORSEMEN QUARTET
NBC-Blue: BILL STERN'S SPORT SCRAPS

### AFTERNOON

**12:00 Noon**
NBC-Red: NBC HOME SYMPHONY
NBC-Blue: SOUTHERNAIRES—Negro male quartet
MBS: DR. CHARLES M. CORBOIN

**12:30**
NBC-Red: UNIVERSITY OF CHICAGO ROUND TABLE DISCUSSION—guest speakers
NBC-Blue: RADIO CITY MUSIC HALL ORCHESTRA—soloists
CBS: SALT LAKE CITY TABERNACLE CHOIR AND ORGAN
MBS: AMERICAN WILDLIFE—talk

**12:45**
MBS: DEMOCRACY IN TRANSITION—talks

**1:00**
NBC-Red: AL AND LEE REISER—piano duo
CBS: CHURCH OF THE AIR

**1:30**
NBC-Red: SILVER STRINGS
NBC-Blue: COMMAND PERFORMANCE
CBS: FOREIGN NEWS BROADCAST
MBS: MUSICAL PROGRAM

**1:45**
CBS: POET'S GOLD—David Ross

**2:00**
NBC-Blue: MAGIC KEY OF RCA—Frank Black's symphony orchestra, Milton J. Cross, Linton Wells
CBS: BORIS MORROS' STRING QUARTET
MBS: THE LAMPLIGHTER—Jacob Tarshish

**2:15**
NBC-Red: VINCENTE GOMEZ—guitarist
MBS: GOTHAM STRING QUARTET

**2:30**
CBS: DR. CHRISTIAN—drama, starring Jean Hersholt

**3:00**
NBC-Red: RADIO NEWSREEL—Parks Johnson, Wallace Butterworth
NBC-Blue: VOCALIST
CBS: HOWARD BARLOW'S SYMPHONY ORCHESTRA
MBS: ON A SUNDAY AFTERNOON—varieties, Stokes' orchestra

**3:30**
NBC-Red: SUNDAY DRIVERS—Fields and Hall, Frances Adair
NBC-Blue: ED McCONNELL—songs

**3:45**
NBC-Blue: WILLIAM PRIMROSE—viola virtuoso
MBS: MUSICAL PROGRAM

**4:00**
NBC-Red: ROMANCE MELODIES—Ruth Lyon, Shield's orchestra
NBC-Blue: NATIONAL VESPERS—Dr. Harry Emerson Fosdick
MBS: NEW POETRY—A. M. Sullivan

**4:30**
NBC-Red: THE WORLD IS YOURS—dramatization
NBC-Blue: VOCALIST
MBS: LUTHERAN HOUR

**4:45**
NBC-Blue: VAGABONDS

**5:00**
NBC-Red: RY-KRISP PRESENTS MARION TALLEY—Koestner's orchestra
NBC-Blue: THERE WAS A WOMAN—sketch

**5:30**
NBC-Red: MICKEY MOUSE THEATRE OF THE AIR—Walt Disney, Felix Mills' orchestra
CBS: GUY LOMBARDO AND HIS ORCHESTRA
MBS: THEIR GREATEST STORIES—dramatization

**5:45**
NBC-Blue: THEY'RE SAYING IN LONDON—Howard Marshall, commentator

### EVENING

**6:00**
NBC-Red: CATHOLIC HOUR
NBC-Blue: JOSEF CHERNIAVSKY'S MUSICAL CAMERA
CBS: JOE PENNER—Roy Atwell, Gene Austin, Paula Gayle, Pollack's orchestra
MBS: 30 MINUTES IN HOLLYWOOD—George Jessel, Norma Talmadge, Tucker's orchestra

**6:30**
NBC-Red: A TALE OF TODAY—sketch
CBS: PHIL COOK'S ALMANAC—John Reed King, Block's orchestra
MBS: NEWS TESTERS—Leonard M. Leonard

**6:45**
MBS: CHARIOTEERS—male quartet

**7:00**
NBC-Red: JELL-O PROGRAM—Jack Benny, Mary Livingstone, Kenny Baker, Don Wilson, Sam Hearn, Andy Devine, Phil Harris' orchestra
CBS: MANHATTAN MOTHER—sketch
MBS: THE WOR FORUM—S. Theodore Granik

**7:30**
NBC-Red: INTERESTING NEIGHBORS—Jerry Belcher, interviewer
NBC-Blue: BAKERS' BROADCAST—Feg Murray, Harriet Hilliard, Ozzie Nelson's orchestra
CBS: PHIL BAKER—Beetle and Bottle, Bradley's orchestra
MBS: ORCHESTRA

**8:00**
NBC-Red: CHASE AND SANBORN PROGRAM—Don Ameche, Edgar Bergen, John Carter, Dorothy Lamour, Stroud Twins, Armbruster's orchestra
NBC-Blue: SPY AT LARGE—dramatic serial
CBS: ST. LOUIS BLUES
MBS: SAMMY KAYE'S ORCHESTRA

**8:30**
NBC-Blue: SONGS WE REMEMBER—Gill's orchestra
CBS: LYN MURRAY'S MUSICAL GAZETTE
MBS: HAWAII CALLS

**9:00**
NBC-Red: MANHATTAN MERRY-GO-ROUND—Rachel Carlay, Pierre Le Kreeun, Donnie's orchestra
NBC-Blue: HOLLYWOOD PLAYHOUSE—Tyrone Power, guests
CBS: FORD SUNDAY EVENING HOUR
MBS: THE MARINES TELL IT TO YOU

**9:30**
NBC-Red: AMERICAN ALBUM OF FAMILIAR MUSIC—Frank Munn, Jean Dickenson, Haenschen's orchestra
NBC-Blue: JERGENS PROGRAM—Walter Winchell, news commentator
MBS: THE BROWN SISTERS—trio

**9:45**
NBC-Blue: WELCH PRESENTS IRENE RICH—dramatization
MBS: HOLLYWOOD WHISPERS—George Fischer, commentator

**10:00**
NBC-Blue: PAUL MARTIN'S ORCHESTRA
CBS: GRAND CENTRAL STATION—dramatic sketch

**10:30**
NBC-Red: CLOTIER'S ORCHESTRA
NBC-Blue: CHEERIO—talk and music
CBS: HEADLINES AND BYLINES—H. V. Kaltenborn, Bob Trout, Erwin Canham—news commentators
MBS: OLD FASHIONED REVIVAL

**11:00**
NBC-Red: PIANO DUO
NBC-Blue: PRESS-RADIO NEWS
CBS: ORCHESTRA
MBS: ORCHESTRA

**11:10**
NBC-Blue: ORCHESTRA
CBS: ORCHESTRA

# Mondays

## MAY 2—9—16—23—30

### MORNING

**8:00**
NBC-Red: MALCOLM CLAIRE—children's stories
NBC-Blue: NORSEMEN QUARTET

**8:15**
NBC-Red: DOC SCHNEIDER AND HIS TEXANS
NBC-Blue: WILLIAM MEEDER—organist

**8:30**
NBC-Red: DO YOU REMEMBER?
CBS: FRED FEIBEL—organist

**8:45**
NBC-Blue: LUCILLE AND LANNY

**9:00**
NBC-Red: WOMEN AND NEWS
NBC-Blue: BREAKFAST CLUB—variety program
CBS: DEAR COLUMBIA—fan mail dramatizations

**9:15**
NBC-Red: PERSON TO PERSON—Frank Luther

**9:25**
CBS: PRESS-RADIO NEWS

**9:30**
NBC-Red: LANDT TRIO
CBS: THE ROAD OF LIFE—sketch

**9:40**
NBC-Red: PRESS-RADIO NEWS

**9:45**
NBC-Red: DAN HARDING'S WIFE—sketch
CBS: BACHELOR'S CHILDREN—sketch

**9:55**
NBC-Blue: PRESS-RADIO NEWS

**10:00**
NBC-Red: MRS. WIGGS OF THE CABBAGE PATCH—sketch
NBC-Blue: AUNT JEMIMA ON THE AIR—varieties
CBS: PRETTY KITTY KELLY—sketch

**10:15**
NBC-Red: JOHN'S OTHER WIFE—sketch
NBC-Blue: MARGOT OF CASTLEWOOD—sketch
CBS: MYRT AND MARGE—sketch

**10:30**
NBC-Red: JUST PLAIN BILL—sketch
CBS: HILLTOP HOUSE—dramatic serial
MBS: GET THIN TO MUSIC

**10:45**
NBC-Red: THE WOMAN IN WHITE—sketch
NBC-Blue: KITCHEN CAVALCADE—Crosby Gaige
CBS: RICHARD MAXWELL—tenor-philosopher
MBS: BILL LEWIS—baritone

**11:00**
NBC-Red: DAVID HARUM—sketch
NBC-Blue: STORY OF MARY MARLIN—sketch
CBS: RUTH CARHART—songs
MBS: REMINISCING—Gene Lavalle

**11:15**
NBC-Red: BACKSTAGE WIFE—sketch
NBC-Blue: PEPPER YOUNG'S FAMILY—sketch

**11:30**
NBC-Red: HOW TO BE CHARMING—sketch
NBC-Blue: VIC AND SADE—sketch
CBS: BIG SISTER—sketch
MBS: MUSICAL PROGRAM

**11:45**
NBC-Red: BETTY MOORE—talk on interior decoration
NBC-Blue: EDWARD MacHUGH—The Gospel Singer
CBS: AUNT JENNY'S REAL LIFE STORIES
MBS: VOCALIST

### AFTERNOON

**12:00 Noon**
NBC-Blue: TIME FOR THOUGHT
CBS: THE RADIO COLUMNIST—Mary Margaret McBride
MBS: THE BOY AND GIRL FRIEND

**12:15**
NBC-Red: THE O'NEILLS—sketch
NBC-Blue: VOCALIST
CBS: THE GOLDBERGS—sketch
MBS: RADIO GARDEN CLUB

**12:30**
NBC-Red: ORCHESTRA
CBS: ROMANCE OF HELEN TRENT—sketch
MBS: ORGAN RECITAL

**12:45**
CBS: OUR GAL, SUNDAY—sketch

**1:00**
NBC-Red: VOCALIST
CBS: BETTY AND BOB—sketch
MBS: THE HAPPY GANG

**1:15**
NBC-Red: ESCORTS AND BETTY
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKER, cooking expert
MBS: MICROPHONE IN THE SKY—Tom Slater, interviewer

**1:30**
NBC-Red: WORDS AND MUSIC—Larry Larsen, Ruth Lyon, Harvey Hays
NBC-Blue: NATIONAL FARM AND HOME HOUR—Walter Blaufuss' orchestra
CBS: ARNOLD GRIMM'S DAUGHTER—sketch
MBS: ORCHESTRA

**1:45**
CBS: VALIANT LADY—sketch
MBS: THE VOICE OF EXPERIENCE

**2:00**
NBC-Red: ORCHESTRA
CBS: MA PERKINS—sketch
MBS: DON'T LOOK NOW—Lavalle and Sands, comedians, orchestra

**2:15**
CBS: THE O'NEILLS—sketch
MBS: WORLD TRAVELER—voice and organ

**2:30**
NBC-Red: RANCH BOYS
CBS: AMERICAN SCHOOL OF THE AIR—History, Exits and Entrances
MBS: HAROLD TURNER—pianist

**2:45**
NBC-Red: IN THE MUSIC ROOM

**3:00**
NBC-Red: PEPPER YOUNG'S FAMILY—sketch
NBC-Blue: ROCHESTER CIVIC ORCHESTRA
CBS: MANHATTAN MATINEE
MBS: GIRL MEETS BOY—duo

**3:15**
NBC-Red: MA PERKINS—sketch

**3:30**
NBC-Red: VIC AND SADE—sketch
CBS: KATE SMITH—commentator

**3:45**
NBC-Red: THE GUIDING LIGHT—sketch
CBS: NAN WYNN—songs
MBS: GOOD HEALTH AND TRAINING

**4:00**
NBC-Red: LORENZO JONES—comedy sketch
NBC-Blue: CLUB MATINEE
CBS: COLUMBIA CONCERT HALL
MBS: ED FITZGERALD—talk

**4:15**
NBC-Red: STORY OF MARY MARLIN—sketch
MBS: VOCAL DUO

**4:30**
NBC-Red: RUSH HUGHES—commentator
MBS: TED MALONE'S "BETWEEN THE BOOKENDS"

**4:45**
NBC-Red: THE ROAD OF LIFE—sketch
CBS: DANCE TIME
MBS: BOOK A WEEK—Margery Graham

**5:00**
NBC-Red: DICK TRACY—sketch
NBC-Blue: NEIGHBOR NELL
CBS: DEAR TEACHER—children's program

**5:10**
NBC-Blue: PRESS-RADIO NEWS

**5:15**
NBC-Red: TERRY AND THE PIRATES—sketch
NBC-Blue: DON WINSLOW OF THE NAVY—sketch
CBS: NEW HORIZONS
MBS: THREE GRACES AND PIANO

**5:30**
NBC-Red: DRAMATIC PROGRAM
NBC-Blue: SINGING LADY—children's program
CBS: STEPMOTHER—sketch
MBS: MUSICAL PROGRAM

**5:45**
NBC-Red: LITTLE ORPHAN ANNIE—juvenile serial
NBC-Blue: THREE CHEERS

### EVENING

**6:00**
NBC-Red: SOLOIST
NBC-Blue: U. S. ARMY BAND
CBS: PRESS-RADIO NEWS
MBS: DANCING STRINGS

**6:15**
NBC-Red: TOP HATTERS ORCHESTRA

**6:30**
NBC-Red: DAILY SPORTS COLUMN—Paul Douglas
NBC-Blue: WALTZ SERENADE
CBS: BOAKE CARTER—news commentator
MBS: THE SOPHISTICATED LADIES—trio

**6:35**
NBC-Blue: ORCHESTRA

**6:45**
NBC-Red: ROLLINI TRIO
NBC-Blue: LOWELL THOMAS—news commentator
CBS: LUM AND ABNER—sketch
MBS: ORCHESTRA

**7:00**
NBC-Red: AMOS 'N' ANDY—sketch
NBC-Blue: MUSIC IS MY HOBBY—guests
CBS: JUST ENTERTAINMENT
MBS: FULTON LEWIS, JR.—Washington news commentator

**7:15**
NBC-Red: UNCLE EZRA'S RADIO STATION—Pat Barrett
NBC-Blue: THE DEVIL TAKE THE HINDMOST—Dr. Joseph Jastrow
CBS: ARTHUR GODFREY

**7:30**
NBC-Red: SOLOIST
NBC-Blue: ROSE MARIE—song stylist
CBS: CANTOR'S CAMEL CARAVAN—Benny Goodman's Quartet, Bert Gordon, Walter King, Fairchild's orchestra

**7:45**
NBC-Red: MELODY IN RHYTHM
NBC-Blue: CONCERT ENSEMBLE

**8:00**
NBC-Red: BURNS AND ALLEN—Tony Martin, Garber's orchestra
CBS: YOU SAID IT!—Lou Holtz, Kay Thompson, Ted Husing, Himber's orchestra.
MBS: ORCHESTRA

**8:30**
NBC-Red: VOICE OF FIRESTONE—Richard Crooks, Margaret Speaks, Wallenstein's orchestra, guests
NBC-Blue: THOSE WE LOVE—dramatic serial, Nan Grey, Owen Davis, Jr., Richard Cromwell, Donald Woods
CBS: PICK AND PAT—comedy and music
MBS: RAYMOND GRAM SWING—commentator

**8:45**
MBS: ORCHESTRA

**9:00**
NBC-Red: HOUR OF CHARM—Phil Spitalny and his girls
CBS: LUX RADIO THEATRE—Cecil B. De Mille, guests, drama.
MBS: ORCHESTRA

**9:30**
NBC-Red: MUSIC FOR MODERNS
MBS: MUSICAL PROGRAM

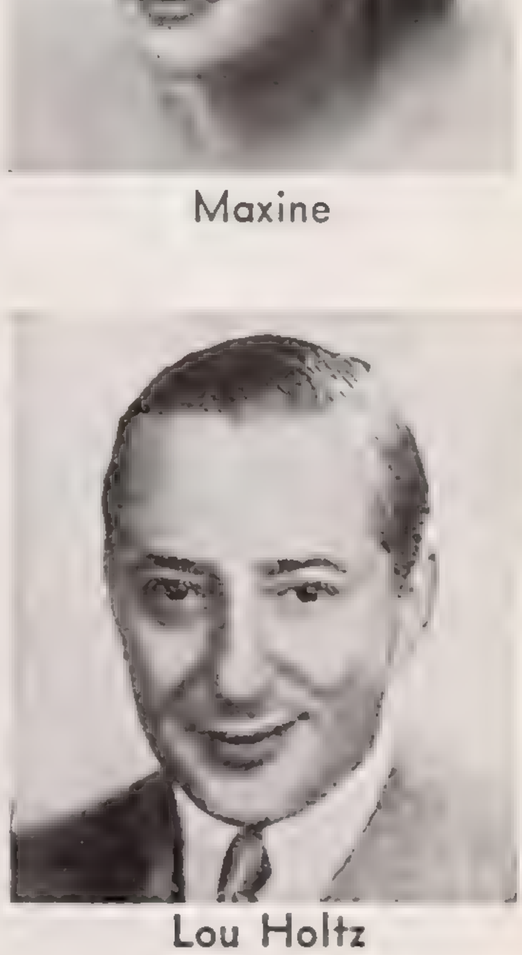
**10:00**
NBC-Red: CONTENTED PROGRAM—Maria Kurenko, Opal Craven, Marek Weber's orchestra
CBS: WAYNE KING'S ORCHESTRA

**10:30**
NBC-Red: PUBLIC HERO No. 1—dramatic sketch
NBC-Blue: NATIONAL RADIO FORUM—guest speaker
CBS: BRAVE NEW WORLD—dramatizations

**10:45**
MBS: HENRY WEBER'S PAGEANT OF MELODY


Cecil B. DeMille


Maxine


Lou Holtz

# Tuesdays

## MAY 3—10—17—24—31

### MORNING

**8:00**
NBC-Red: MALCOLM CLAIRE—children's stories
NBC-Blue: CHARIOTEERS

**8:15**
NBC-Red: DOC SCHNEIDER AND HIS TEXANS
NBC-Blue: DICK LEIBERT ENSEMBLE

**8:30**
NBC-Red: DO YOU REMEMBER?
CBS: POETIC STRINGS

**8:45**
NBC-Blue: VASS FAMILY

**9:00**
NBC-Red: WOMEN AND NEWS
NBC-Blue: BREAKFAST CLUB—variety program
CBS: MUSIC IN THE AIR

**9:15**
NBC-Red: PERSON TO PERSON—Frank Luther

**9:25**
CBS: PRESS-RADIO NEWS

**9:30**
NBC-Red: LANDT TRIO
CBS: THE ROAD OF LIFE—sketch

**9:40**
NBC-Red: PRESS-RADIO NEWS

**9:45**
NBC-Red: DAN HARDING'S WIFE—sketch
CBS: BACHELOR'S CHILDREN—sketch

**9:55**
NBC-Blue: PRESS-RADIO NEWS

**10:00**
NBC-Red: MRS. WIGGS OF THE CABBAGE PATCH—sketch
NBC-Blue: AUNT JEMIMA ON THE AIR—varieties
CBS: PRETTY KITTY KELLY—sketch

**10:15**
NBC-Red: JOHN'S OTHER WIFE—sketch
NBC-Blue: MARGOT OF CASTLEWOOD—sketch
CBS: MYRT AND MARGE—sketch

**10:30**
NBC-Red: JUST PLAIN BILL—sketch
CBS: HILLTOP HOUSE—dramatic serial
MBS: GET THIN TO MUSIC

**10:45**
NBC-Red: THE WOMAN IN WHITE—sketch
NBC-Blue: KITCHEN CAVALCADE—Crosby Gaige
MBS: LOUIS RICH ENTERTAINS

**11:00**
NBC-Red: DAVID HARUM—sketch
NBC-Blue: THE STORY OF MARY MARLIN—sketch
CBS: MARY LEE TAYLOR

**11:15**
NBC-Red: BACKSTAGE WIFE—sketch
NBC-Blue: PEPPER YOUNG'S FAMILY—sketch

**11:30**
NBC-Red: HOMEMAKERS' EXCHANGE—Eleanor Howe
NBC-Blue: VIC AND SADE—sketch
CBS: BIG SISTER—sketch

**11:45**
NBC-Red: MYSTERY CHEF
NBC-Blue: EDWARD MacHUGH—The Gospel Singer
CBS: AUNT JENNY'S REAL LIFE STORIES—sketch
MBS: MUSICAL PROGRAM

### AFTERNOON

**12:00 Noon**
NBC-Blue: TIME FOR THOUGHT
CBS: THE RADIO COLUMNIST—Mary Margaret McBride
MBS: THE BOY AND GIRL FRIEND

**12:15**
NBC-Red: THE O'NEILLS—sketch
NBC-Blue: VOCALIST
CBS: THE GOLDBERGS—sketch

**12:30**
NBC-Red: VOCALIST
CBS: ROMANCE OF HELEN TRENT—sketch

**12:45**
NBC-Red: THREE ROMEOS
CBS: OUR GAL, SUNDAY—sketch
MBS: STUDIES AND SKETCHES IN BLACK AND WHITE

**1:00**
NBC-Red: ORCHESTRA
CBS: BETTY AND BOB—sketch
MBS: ORCHESTRA

**1:15**
NBC-Red: ESCORTS AND BETTY
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKER, cooking expert
MBS: MICROPHONE IN THE SKY—Tom Slater, interviewer

**1:30**
NBC-Red: WORDS AND MUSIC—Ruth Lyon, Larry Larsen, Harvey Hays
NBC-Blue: NATIONAL FARM AND HOME HOUR—Walter Blaufuss' orchestra
CBS: ARNOLD GRIMM'S DAUGHTER—sketch
MBS: ORCHESTRA

**1:45**
CBS: VALIANT LADY—sketch
MBS: VOICE OF EXPERIENCE

**2:00**
NBC-Red: FUN IN MUSIC—Dr. Joseph E. Maddy
CBS: MA PERKINS—sketch

**2:15**
CBS: THE O'NEILLS—sketch
MBS: REVERIES

**2:30**
NBC-Red: GENERAL FEDERATION OF WOMEN'S CLUBS
NBC-Blue: NBC MUSIC GUILD
CBS: AMERICAN SCHOOL OF THE AIR—Literature and Music
MBS: HAROLD TURNER—pianist

**2:45**
NBC-Red: ARMCHAIR QUARTET
MBS: MUSIC FOR THE SCHOOL

**3:00**
NBC-Red: PEPPER YOUNG'S FAMILY—sketch
NBC-Blue: U. S. MARINE BAND
MBS: LEN SALVO—organist

**3:15**
NBC-Red: MA PERKINS—sketch
MBS: JEAN KING—vocalist

**3:30**
NBC-Red: VIC AND SADE—sketch
CBS: HOLLACE SHAW—songs
MBS: MUSICAL PROGRAM

**3:45**
NBC-Red: THE GUIDING LIGHT—sketch
MBS: GOOD HEALTH AND TRAINING

**4:00**
NBC-Red: LORENZO JONES—comedy sketch
NBC-Blue: CLUB MATINEE—variety program
CBS: ACADEMY OF MEDICINE
MBS: ED FITZGERALD—talk

**4:15**
NBC-Red: THE STORY OF MARY MARLIN—sketch
MBS: SONGLAND

**4:30**
NBC-Red: RUSH HUGHES—commentator
MBS: VOCALIST

**4:45**
NBC-Red: THE ROAD OF LIFE—sketch
MBS: BOOK A WEEK—Margery Graham

**5:00**
NBC-Red: DICK TRACY—sketch
NBC-Blue: THE FOUR OF US
CBS: LET'S PRETEND

**5:10**
NBC-Blue: PRESS-RADIO NEWS

**5:15**
NBC-Red: TERRY AND THE PIRATES—sketch
NBC-Blue: DON WINSLOW OF THE NAVY—sketch
MBS: HAROLD TURNER—pianist

**5:30**
NBC-Red: DRAMATIC PROGRAM
NBC-Blue: SINGING LADY—children's program
CBS: STEPMOTHER—sketch

**5:45**
NBC-Red: LITTLE ORPHAN ANNIE—juvenile serial
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

### EVENING

**6:00**
NBC-Red: SCIENCE IN THE NEWS
NBC-Blue: ORCHESTRA
CBS: PRESS-RADIO NEWS
MBS: MUSICAL PROGRAM

**6:15**
NBC-Red: VOCALIST
MBS: ORCHESTRA

**6:30**
NBC-Red: DAILY SPORTS COLUMN—Paul Douglas
NBC-Blue: VOCALIST
CBS: BOAKE CARTER—news commentator

**6:45**
NBC-Blue: LOWELL THOMAS—news commentator
CBS: SELECTIONS FROM LIGHT OPERAS
MBS: ORCHESTRA

**7:00**
NBC-Red: AMOS 'N' ANDY—sketch
NBC-Blue: EASY ACES—comedy sketch
CBS: JUST ENTERTAINMENT
MBS: FULTON LEWIS, JR.—Washington news commentator

**7:15**
NBC-Red: VOCAL VARIETIES—choral singing
NBC-Blue: MR. KEEN, TRACER OF LOST PERSONS—dramatic serial, Bennett Kilpatrick
CBS: HOLLYWOOD SCREEN-SCOOPS—George McCall
MBS: ORCHESTRA

**7:30**
NBC-Red: BY CANDLELIGHT
NBC-Blue: PEOPLE IN THE NEWS—Dorothy Thompson, commentator
CBS: SECOND HUSBAND—serial, Helen Menken
MBS: HEADLINES—news dramatization

**7:45**
NBC-Red: SWING TIME AND DANCE TIME
NBC-Blue: VIVIEN DELLA CHIESA—mezzo-soprano

**8:00**
NBC-Red: JOHNNY PRESENTS RUSS MORGAN AND HIS ORCHESTRA—Jack Johnstone's "Thrill of the Week"
NBC-Blue: WALTER KELSEY AND HIS ORCHESTRA
CBS: BIG TOWN—Edward G. Robinson, Claire Trevor, dramatization
MBS: ORCHESTRA

**8:30**
NBC-Red: LADY ESTHER SERENADE—Wayne King's orchestra
CBS: AL JOLSON—Martha Raye, Parkyakarkus, Victor Young's orchestra, guests
MBS: THE GREEN HORNET—dramatization

**8:45**
MBS: MUSICAL PROGRAM

**9:00**
NBC-Red: VOX POP—Parks Johnson, Wallace Butterworth
NBC-Blue: HORACE HEIDT AND HIS ALEMITE BRIGADIERS—Lysbeth Hughes, Yvonne King
CBS: WATCH THE FUN GO BY—Al Pearce, Nick Lucas, Hoff's orchestra
MBS: ORCHESTRA

**9:15**
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

**9:30**
NBC-Red: FIBBER McGEE AND MOLLY—Jim Jordan, Clark Dennis, Betty Winkler, Mills' orchestra
CBS: BENNY GOODMAN'S SWING SCHOOL
MBS: VICTOR ERWIN'S MUSICAL CARTOONS

**10:00**
NBC-Red: BELIEVE-IT-OR-NOT—Robert L. Ripley, Rolfe's orchestra
NBC-Blue: NBC JAMBOREE
CBS: TIME TO SHINE—Hal Kemp's orchestra, Maxine Gray, Bob Allen.

**10:15**
MBS: CHARIOTEERS—male quartet

**10:30**
NBC-Red: JIMMIE FIDLER'S HOLLYWOOD GOSSIP
CBS: HOWARD PHILLIPS—baritone
MBS: THE WITCH'S TALE—Alonzo Deen Cole, Marie O'Flynn

**10:45**
NBC-Red: DALE CARNEGIE—How to Win Friends and Influence People

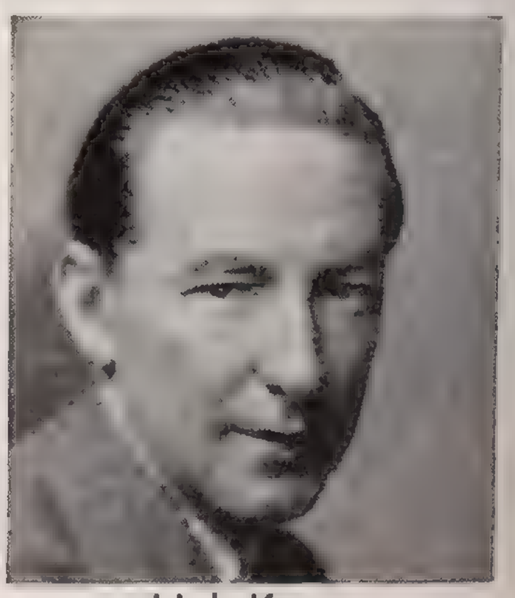
**11:00**
NBC-Red: DANCE MUSIC
NBC-Blue: DANCE MUSIC
CBS: DANCE MUSIC
MBS: DEVELOPMENT OF MUSIC



Paul Douglas



Bennett Kilpatrick



Hal Kemp

# Wednesdays

## MAY 4—11—18—25

## MORNING

**11:45**
NBC-Red: HELLO PEGGY—sketch
NBC-Blue: EDWARD MacHUGH—The Gospel Singer
CBS: AUNT JENNY'S REAL LIFE STORIES—sketch
MBS: ELINOR SHERRY—songs

## AFTERNOON

**12:00 Noon**
NBC-Blue: TIME FOR THOUGHT
CBS: THE RADIO COLUMNIST—Mary Margaret McBride
MBS: THE BOY AND GIRL FRIEND

**12:15**
NBC-Red: THE O'NEILLS—sketch
NBC-Blue: KIDOODLERS
CBS: THE GOLDBERGS—sketch

**12:30**
NBC-Red: CAMPUS KIDS
CBS: ROMANCE OF HELEN TRENT—sketch
MBS: ORGAN RECITAL

**12:45**
NBC-Red: ORCHESTRA
CBS: OUR GAL, SUNDAY—sketch

**1:00**
CBS: BETTY AND BOB—sketch
MBS: THE HAPPY GANG

**1:15**
NBC-Red: ESCORTS AND BETTY
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKER, cooking expert
MBS: MICROPHONE IN THE SKY—Tom Slater, interviewer

**1:30**
NBC-Red: WORDS AND MUSIC—Ruth Lyon, Larry Larsen, Harvey Hays
NBC-Blue: NATIONAL FARM AND HOME HOUR—Walter Blaufuss' orchestra
CBS: ARNOLD GRIMM'S DAUGHTER—sketch
MBS: ORCHESTRA

**1:45**
CBS: VALIANT LADY—sketch
MBS: VOICE OF EXPERIENCE

**2:00**
NBC-Red: YOUR HEALTH—talk, dramatization
CBS: MA PERKINS—sketch
MBS: DON'T LOOK NOW—Lavalle and Sands, comedians, orchestra

**2:15**
CBS: THE O'NEILLS—sketch
MBS: REVERIES

**2:30**
NBC-Red: BREVITY MATINEE
NBC-Blue: WALTZ FAVORITES
CBS: AMERICAN SCHOOL OF THE AIR—Geography
MBS: STUDIES AND SKETCHES IN BLACK AND WHITE

**3:00**
NBC-Red: PEPPER YOUNG'S FAMILY—sketch
NBC-Blue: CONTINENTAL VARIETIES—Stopak's orchestra
CBS: ALL HANDS ON DECK
MBS: GIRL MEETS BOY—duo

**3:15**
NBC-Red: MA PERKINS—sketch
MBS: MOODS IN MUSIC

**3:30**
NBC-Red: VIC AND SADE—sketch
NBC-Blue: MAURICE SPITALNY'S ORCHESTRA
CBS: KATE SMITH—commentator
MBS: ORCHESTRA

**3:45**
NBC-Red: THE GUIDING LIGHT—sketch
CBS: CURTIS INSTITUTE OF MUSIC
MBS: GOOD HEALTH AND TRAINING

**4:00**
NBC-Red: LORENZO JONES—comedy sketch
NBC-Blue: CLUB MATINEE—variety program
MBS: ED FITZGERALD—talk

**4:15**
NBC-Red: THE STORY OF MARY MARLIN—sketch
MBS: VOCAL DUO

**4:30**
NBC-Red: RUSH HUGHES—commentator
NBC-Blue: NATIONAL CONGRESS OF PARENTS' AND TEACHERS' ASSOCIATION
MBS: TED MALONE'S "BETWEEN THE BOOKENDS"

**4:45**
NBC-Red: THE ROAD OF LIFE—sketch
CBS: DANCE TIME
MBS: BOOK A WEEK—Margery Graham

**5:00**
NBC-Red: DICK TRACY—sketch
NBC-Blue: NEIGHBOR NELL
CBS: DEAR TEACHER—children's program

**5:10**
NBC-Blue: PRESS-RADIO NEWS

**5:15**
NBC-Red: TERRY AND THE PIRATES—sketch
NBC-Blue: DON WINSLOW OF THE NAVY—sketch
CBS: EXPLORING SPACE
MBS: PIANIST

**5:30**
NBC-Red: DRAMATIC PROGRAM
NBC-Blue: SINGING LADY—children's program
CBS: STEPMOTHER—sketch

**5:45**
NBC-Red: LITTLE ORPHAN ANNIE—juvenile serial
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

## EVENING

**6:00**
NBC-Red: AMERICA'S SCHOOLS
NBC-Blue: LITTLE VARIETY SHOW
CBS: PRESS-RADIO NEWS
MBS: ORCHESTRA

**6:15**
NBC-Red: TOP HATTERS ORCHESTRA
CBS: DORIS RHODES—songs

**6:30**
NBC-Red: DAILY SPORTS COLUMN—Paul Douglas
NBC-Blue: ORGANIST
CBS: BOAKE CARTER—news commentator

**6:35**
NBC-Blue: VOCALIST

**6:45**
NBC-Red: VOCALIST
NBC-Blue: LOWELL THOMAS—news commentator
CBS: LUM AND ABNER—comedy sketch
MBS: ORCHESTRA

**7:00**
NBC-Red: AMOS 'N' ANDY—sketch
NBC-Blue: EASY ACES—comedy sketch
CBS: JUST ENTERTAINMENT
MBS: FULTON LEWIS, JR.—Washington news commentator

**7:15**
NBC-Red: UNCLE EZRA'S RADIO STATION—Pat Barrett
NBC-Blue: MR. KEEN, TRACER OF LOST PERSONS—dramatic serial, Bennett Kilpatrick
CBS: AMERICAN VIEWPOINTS
MBS: ORCHESTRA

**7:30**
NBC-Blue: ROSE MARIE—song stylist

**7:45**
NBC-Blue: SCIENCE ON THE MARCH
CBS: ADULT EDUCATION PROGRAM

**8:00**
NBC-Red: ONE MAN'S FAMILY—sketch
NBC-Blue: ROY SHIELD'S REVUE
CBS: CAVALCADE OF AMERICA—guests, Voorhees' orchestra
MBS: U. S. MARINE BAND

**8:30**
NBC-Red: RALEIGH AND KOOL SHOW—Tommy Dorsey's orchestra, Edythe Wright, Jack Leonard, Paul Stewart
NBC-Blue: HARRIET PARSONS—Hollywood commentator
CBS: BEN BERNIE—Lew Lehr
MBS: JAZZ NOCTURNE—Helene Daniels, Stanley's orchestra

**8:45**
NBC-Blue: JIMMY KEMPER—song stories

**9:00**
NBC-Red: TOWN HALL TONIGHT—Fred Allen, Portland Hoffa, Van Steeden's orchestra
CBS: GRACE MOORE—Kostelanetz' orchestra, Deems Taylor, guests
MBS: ORCHESTRA

**9:15**
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

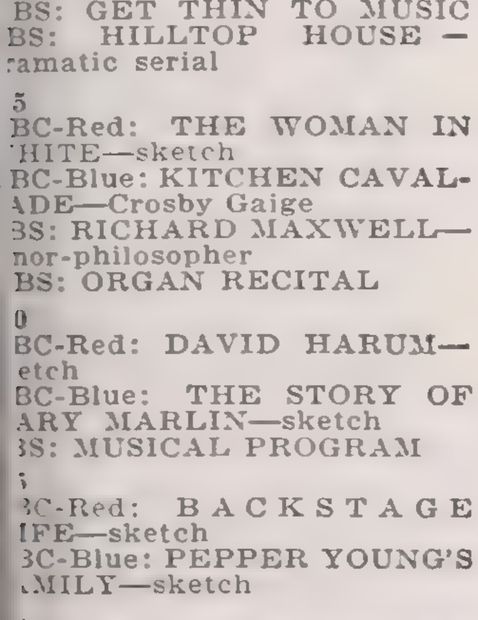
**9:30**
NBC-Blue: UNDER WESTERN SKIES
CBS: THE WORD GAME—F. P. A.
MBS: LET'S VISIT—Dave Driscoll, Jerry Danzig

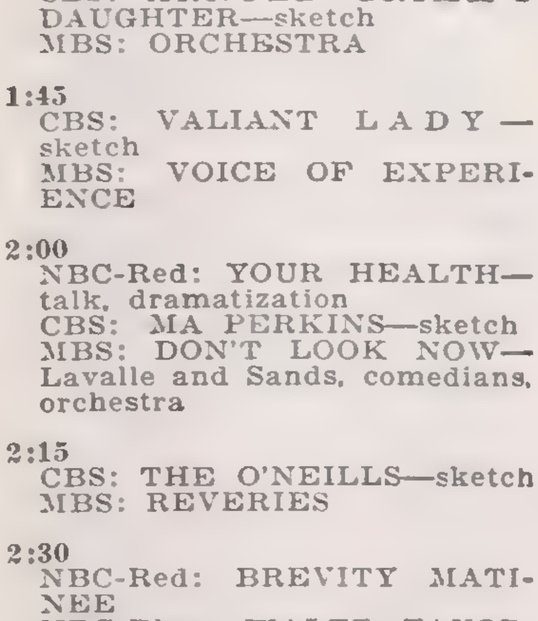
**10:00**
NBC-Red: KAY KYSER'S MUSICAL CLASS AND DANCE
NBC-Blue: CHOIR SYMPHONETTE
CBS: GANG BUSTERS—crime dramatizations, Col. H. Norman Schwartzkopf
MBS: ORCHESTRA

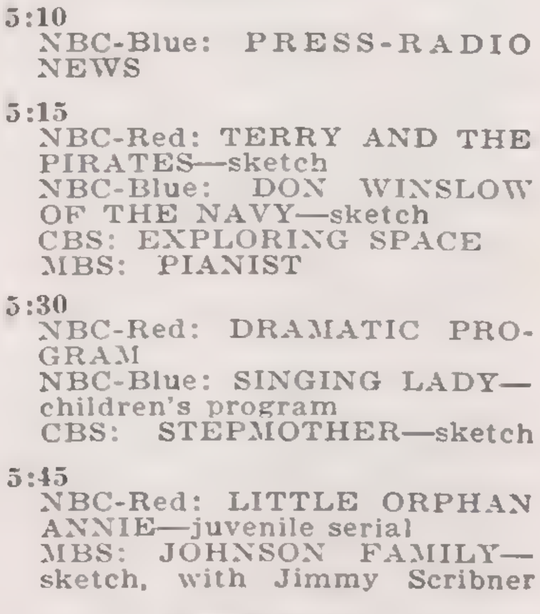
**10:15**
NBC-Blue: SOLOIST

**10:30**
NBC-Blue: NBC MINSTREL SHOW—Gene Arnold, orchestra
CBS: EDGAR GUEST IN "IT CAN BE DONE"—Marion Francis, Masters' orchestra

**11:00**
NBC-Red: DANCE MUSIC
NBC-Blue: DANCE MUSIC
CBS: DANCE MUSIC
MBS: ORCHESTRA


Kay Kyser


Frankie Masters


Don Voorhees

# Thursdays

## MAY 5—12—19—26



Ken Carpenter

## MORNING

**8:00**
NBC-Red: MALCOLM CLAIRE—children's stories
NBC-Blue: SOUTHERNAIRES

**8:15**
NBC-Red: DOC SCHNEIDER AND HIS TEXANS
NBC-Blue: DICK LEIBERT ENSEMBLE

**8:30**
NBC-Red: DO YOU REMEMBER?
CBS: POETIC STRINGS

**8:45**
NBC-Blue: VASS FAMILY

**9:00**
NBC-Red: WOMEN AND NEWS
NBC-Blue: BREAKFAST CLUB—variety program
CBS: AS YOU LIKE IT

**9:15**
NBC-Red: PERSON TO PERSON—Frank Luther

**9:25**
CBS: PRESS-RADIO NEWS

**9:30**
NBC-Red: LANDT TRIO
CBS: THE ROAD OF LIFE—sketch

**9:40**
NBC-Red: PRESS-RADIO NEWS

**9:45**
NBC-Red: DAN HARDING'S WIFE—sketch
CBS: BACHELOR'S CHILDREN—sketch
MBS: MARTHA AND HAL—songs and patter

**9:55**
NBC-Blue: PRESS-RADIO NEWS

**10:00**
NBC-Red: MRS. WIGGS OF THE CABBAGE PATCH—sketch
NBC-Blue: AUNT JEMIMA ON THE AIR—varieties
CBS: PRETTY KITTY KELLY—sketch

**10:15**
NBC-Red: JOHN'S OTHER WIFE—sketch
NBC-Blue: MARGOT OF CASTLEWOOD—sketch
CBS: MYRT AND MARGE—sketch

**10:30**
NBC-Red: JUST PLAIN BILL—sketch
CBS: HILLTOP HOUSE—dramatic serial
MBS: GET THIN TO MUSIC

**10:45**
NBC-Red: THE WOMAN IN WHITE—sketch
NBC-Blue: KITCHEN CAVALCADE—Crosby Gaige
MBS: GOOD MORNING FROM CLEVELAND

**11:00**
NBC-Red: DAVID HARUM—sketch
NBC-Blue: THE STORY OF MARY MARLIN—sketch
CBS: MARY LEE TAYLOR

**11:15**
NBC:Red: BACKSTAGE WIFE—sketch
NBC-Blue: PEPPER YOUNG'S FAMILY—sketch

**11:30**
NBC-Red: HOMEMAKERS' EXCHANGE—Eleanor Howe
NBC-Blue: VIC AND SADE—comedy sketch
CBS: BIG SISTER—sketch

**11:45**
NBC-Red: THE MYSTERY CHEF
NBC-Blue: EDWARD MacHUGH—The Gospel Singer
CBS: AUNT JENNY'S REAL LIFE STORIES—sketch
MBS: VOCALIST

## AFTERNOON

**12:00 Noon**
NBC-Blue: TIME FOR THOUGHT
CBS: THE RADIO COLUMNIST—Mary Margaret McBride
MBS: THE BOY AND GIRL FRIEND

**12:15**
NBC-Red: THE O'NEILLS—sketch
NBC-Blue: VOCALIST
CBS: THE GOLDBERGS—sketch

**12:30**
NBC-Red: AL AND LEE REISER—piano duo
CBS: ROMANCE OF HELEN TRENT—sketch
MBS: MUSICAL PROGRAM

**12:45**
NBC-Red: THREE ROMEOS
CBS: OUR GAL SUNDAY—sketch

**1:00**
NBC-Red: ORCHESTRA
CBS: BETTY AND BOB—sketch
MBS: THE HAPPY GANG

**1:15**
NBC-Red: ESCORTS AND BETTY
CBS: HYMNS OF ALL CHURCHES; BETTY CROCKER, cooking expert
MBS: MICROPHONE IN THE SKY—Tom Slater, interviewer

**1:30**
NBC-Red: WORDS AND MUSIC—Ruth Lyon, Larry Larsen, Harvey Hays
NBC-Blue: NATIONAL FARM AND HOME HOUR—Walter Blaufuss' orchestra
CBS: ARNOLD GRIMM'S DAUGHTER—sketch
MBS: ORCHESTRA

**1:45**
CBS: VALIANT LADY—sketch
MBS: VOICE OF EXPERIENCE

**2:00**
NBC-Red: NBC MUSIC GUILD
CBS: MA PERKINS—sketch
MBS: ORCHESTRA

**2:15**
CBS: THE O'NEILLS—sketch

**2:30**
NBC-Red: LIGHT OPERA SELECTIONS
NBC-Blue: DOT AND PAT
CBS: AMERICAN SCHOOL OF THE AIR—primary music and literature

**2:45**
NBC-Blue: VOCALIST
MBS: VOCALIST

**3:00**
NBC-Red: PEPPER YOUNG'S FAMILY—sketch
NBC-Blue: PIANIST
CBS: RAY BLOCK'S VARIETIES
MBS: THREE O'CLOCK REVUE

**3:15**
NBC-Red: MA PERKINS—sketch
NBC-Blue: EASTMAN SCHOOL OF MUSIC

**3:30**
NBC-Red: VIC AND SADE—comedy sketch
CBS: U. S. ARMY BAND
MBS: ORCHESTRA

**3:45**
NBC-Red: THE GUIDING LIGHT—sketch
MBS: GOOD HEALTH AND TRAINING

**4:00**
NBC-Red: LORENZO JONES—comedy sketch
NBC-Blue: CLUB MATINEE—variety program
CBS: SCIENCE SERVICE SERIES
MBS: ED FITZGERALD—talk

**4:15**
NBC-Red: THE STORY OF MARY MARLIN—sketch
CBS: ETON BOYS
MBS: SONGLAND

**4:30**
NBC-Red: RUSH HUGHES—commentator
MBS: TED MALONE'S "BETWEEN THE BOOKENDS"

**4:45**
NBC-Red: THE ROAD OF LIFE—sketch
MBS: BOOK A WEEK—Margery Graham

**5:00**
NBC-Red: DICK TRACY—sketch
NBC-Blue: FOUR OF US
MBS: LAWRENCE SALERNO—pianist
CBS: LET'S PRETEND

**5:10**
NBC-Blue: PRESS-RADIO NEWS

**5:15**
NBC-Red: SONGS BY BONNIE STUART
NBC-Blue: DON WINSLOW OF THE NAVY—sketch
MBS: ORGAN RECITAL

**5:30**
NBC-Red: DRAMATIC PROGRAM
NBC-Blue: SINGING LADY—children's program
CBS: STEPMOTHER—sketch

**5:45**
NBC-Red: LITTLE ORPHAN ANNIE—juvenile serial
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

## EVENING

**6:00**
NBC-Red: GEORGE R. HOLMES — Washington commentator
NBC-Blue: ORCHESTRA
CBS: PRESS-RADIO NEWS
MBS: ORCHESTRA

**6:15**
NBC-Red: ORCHESTRA
MBS: MUSICAL PROGRAM

**6:30**
NBC-Red: DAILY SPORTS COLUMN—Paul Douglas
NBC-Blue: ORGANIST
CBS: BOAKE CARTER—news commentator
MBS: THE SOPHISTICATED LADIES—trio

**6:35**
NBC-Blue: TUNE TWISTERS

**6:45**
NBC-Red: ORCHESTRA
NBC-Blue: LOWELL THOMAS—news commentator
CBS: DORIS RHODES—songs
MBS: RADIE HARRIS—Hollywood commentator

**7:00**
NBC-Red: AMOS 'N' AND[illegible] sketch
NBC-Blue: EASY ACES—comedy sketch
CBS: JUST ENTERTAIMENT
MBS: FULTON LEWIS, JR.—Washington news commentator

**7:15**
NBC-Red: VOCAL VARIETIES—choral singing
NBC-Blue: MR. KEEN TRACER OF LOST PERSONS—dramatic serial
CBS: HOLLYWOOD SCREEN SCOOPS—George McCall
MBS: ORCHESTRA

**7:30**
NBC-Red: VOCALIST
NBC-Blue: VOCALIST
CBS: WE, THE PEOPLE—Gabriel Heatter
MBS: HEADLINES — news dramatization

**7:45**
NBC-Red: ORCHESTRA
NBC-Blue: CADETS QUARTET
MBS: ORCHESTRA

**8:00**
NBC-Red: ROYAL GELATIN PROGRAM — Rudy Vallee, guests
NBC-Blue: MARCH OF TIME—news dramatizations
CBS: KATE SMITH—Ted Collins, Miller's orchestra
MBS: ALFRED WALLENSTEIN'S SINFONIETTA

**8:30**
NBC-Blue: VOCALIST
MBS: THE GREEN HORNET—dramatization

**8:45**
NBC-Blue: MILESTONES OF AMERICAN MUSIC—Rochester Philharmonic Orchestra

**9:00**
NBC-Red: GOOD NEWS OF 1938—Robert Taylor, Fanny Brice, Frank Morgan, Willson orchestra, guests
CBS: MAJOR BOWES' AMATEUR HOUR
MBS: THE HARMONAIRES

**9:15**
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

**9:30**
NBC-Blue: AMERICA'S TOWN MEETING OF THE AIR—speakers
MBS: RAY SINATRA'S MOONLIGHT RHYTHMS — Sy Froos, Jack Arthur

**10:00**
NBC-Red: KRAFT MUSIC HALL — Bing Crosby, Gracie Burns, Trotter's orchestra, guests
CBS: ESSAYS IN MUSIC—Victor Bay's orchestra, Margaret Daum, Ruth Carhart, David Ross
MBS: HOLLYWOOD SERENADE

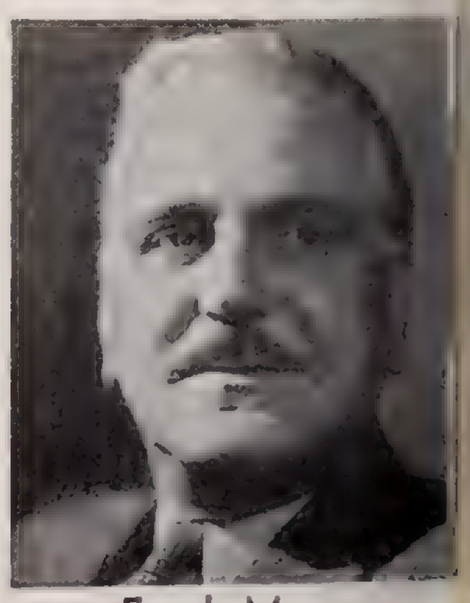
**10:30**
NBC-Blue: NBC PROMENADE CONCERT
CBS: AMERICANS AT WORK
MBS: HENRY WEBER CONCERT REVUE

**11:00**
NBC-Red: DANCE MUSIC
NBC-Blue: ORCHESTRA
CBS: DUKE ELLINGTON'S ORCHESTRA

**11:15**
NBC-Blue: ELZA SCHALLERT REVIEWS — previews, guests
MBS: THEATRE DIGEST



Ray Sinatra



Frank Morgan

# Fridays

## MAY 6—13—20—27

## MORNING

:00
NBC-Red: MALCOLM CLAIRE—children's stories
NBC-Blue: FOUR SHOWMEN—quartet

:15
NBC-Red: DOC SCHNEIDER AND HIS TEXANS
NBC-Blue: WILLIAM MEEDER—organist

:30
NBC-Red: DO YOU REMEMBER?
CBS: FRED FEIBEL—organist

:45
NBC-Blue: LUCILLE AND LANNY

:00
NBC-Red: WOMEN AND NEWS
NBC-Blue: BREAKFAST CLUB—variety program
CBS: METROPOLITAN PARADE

:15
NBC-Red: PERSON TO PERSON—Frank Luther

:25
CBS: PRESS-RADIO NEWS

:30
NBC-Red: LANDT TRIO
CBS: THE ROAD OF LIFE—sketch

:40
NBC-Red: PRESS-RADIO NEWS

:45
NBC-Red: DAN HARDING'S WIFE—sketch
CBS: BACHELOR'S CHILDREN—sketch
MBS: MARTHA AND HAL—songs and patter

:55
NBC-Blue: PRESS-RADIO NEWS

:00
NBC-Red: MRS. WIGGS OF THE CABBAGE PATCH—sketch
NBC-Blue: AUNT JEMIMA ON THE AIR—varieties
CBS: PRETTY KITTY KELLY—sketch

:15
NBC-Red: JOHN'S OTHER WIFE—sketch
NBC-Blue: MARGOT OF CASTLEWOOD—sketch
CBS: MYRT AND MARGE—sketch

:30
NBC-Red: JUST PLAIN BILL—sketch
CBS: HILLTOP HOUSE—dramatic serial
MBS: GET THIN TO MUSIC

:45
NBC-Red: THE WOMAN IN WHITE—sketch
NBC-Blue: KITCHEN CAVALCADE—Crosby Gaige
CBS: RICHARD MAXWELL—tenor-philosopher
MBS: ORGAN RECITAL

:00
NBC-Red: DAVID HARUM—sketch
NBC-Blue: THE STORY OF MARY MARLIN—sketch
CBS: RUTH CARHART—songs
MBS: REMINISCING

:15
NBC-Red: BACKSTAGE WIFE—sketch
NBC-Blue: PEPPER YOUNG'S FAMILY—sketch



Anne Jamison



Maurice Spitalny

**11:30**
NBC-Red: HOW TO BE CHARMING—sketch
NBC-Blue: VIC AND SADE—sketch
CBS: BIG SISTER—sketch

**11:45**
NBC-Red: HELLO PEGGY—sketch
NBC-Blue: EDWARD MacHUGH—The Gospel Singer
CBS: AUNT JENNY'S REAL LIFE STORIES—sketch
MBS: VOCALIST

## AFTERNOON

**12:00 Noon**
NBC-Blue: TIME FOR THOUGHT
CBS: THE RADIO COLUMNIST—Mary Margaret McBride
MBS: THE BOY AND GIRL FRIEND

**12:15**
NBC-Red: THE O'NEILLS—sketch
NBC-Blue: VOCALIST
CBS: THE GOLDBERGS—sketch
MBS: RADIO GARDEN CLUB

**12:30**
NBC-Red: ORCHESTRA
CBS: ROMANCE OF HELEN TRENT—sketch
MBS: STUDIES AND SKETCHES IN BLACK AND WHITE

**12:45**
CBS: OUR GAL, SUNDAY—sketch

**1:00**
NBC-Red: CARLYLE AND LONDON—piano duo
CBS: BETTY AND BOB—sketch
MBS: THE HAPPY GANG

**1:15**
NBC-Red: ESCORTS AND BETTY
CBS: BETTY CROCKER—cooking expert

**1:30**
NBC-Red: WORDS AND MUSIC—Larry Larsen, Ruth Lyon, Harvey Hays
NBC-Blue: NATIONAL FARM AND HOME HOUR—Walter Blaufuss' orchestra
CBS: ARNOLD GRIMM'S DAUGHTER—sketch
MBS: ORCHESTRA

**1:45**
CBS: VALIANT LADY—sketch
MBS: VOICE OF EXPERIENCE

**2:00**
CBS: MA PERKINS—sketch
MBS: DON'T LOOK NOW—Lavalle and Sands, comedians, orchestra



Fredda Gibson

**2:15**
CBS: THE O'NEILLS—sketch
MBS: WORLD TRAVELER—voice and organ

**2:30**
CBS: AMERICAN SCHOOL OF THE AIR — Vocational Guidance; Science Club of the Air
MBS: HAROLD TURNER—pianist

**3:00**
NBC-Red: PEPPER YOUNG'S FAMILY—sketch
NBC-Blue: RADIO GUILD—dramatization
CBS: U. S. MARINE BAND

**3:15**
NBC-Red: MA PERKINS—sketch

**3:30**
NBC-Red: VIC AND SADE—sketch
CBS: KATE SMITH—commentator
MBS: ORCHESTRA

**3:45**
NBC-Red: THE GUIDING LIGHT—sketch

**4:00**
NBC-Red: LORENZO JONES—comedy sketch
NBC-Blue: CLUB MATINEE—variety program
CBS: CHICAGO VARIETIES
MBS: ED FITZGERALD—talk

**4:15**
NBC-Red: THE STORY OF MARY MARLIN—sketch
MBS: BLACK ON WHITE

**4:30**
NBC-Red: RUSH HUGHES—commentator
MBS: TED MALONE'S "BETWEEN THE BOOKENDS"

**4:45**
NBC-Red: THE ROAD OF LIFE—sketch
CBS: FOUR CLUBMEN
MBS: BOOK A WEEK—Margery Graham

**5:00**
NBC-Red: DICK TRACY—sketch
NBC-Blue: NEIGHBOR NELL
CBS: MUSIC FOR FUN—Howard Barlow's orchestra

**5:10**
NBC-Blue: PRESS-RADIO NEWS

**5:15**
NBC-Red: VOCALIST
NBC-Blue: DON WINSLOW OF THE NAVY—sketch
MBS: MUSICAL PROGRAM

**5:30**
NBC-Red: DRAMATIC PROGRAM
NBC-Blue ORCHESTRA
CBS: STEPMOTHER—sketch

**5:45**
NBC-Red: LITTLE ORPHAN ANNIE—juvenile serial

## EVENING

**6:00**
NBC-Red: EDUCATION IN THE NEWS—dramatization
NBC-Blue: MAURICE SPITALNY'S ORCHESTRA
CBS: PRESS-RADIO NEWS

**6:15**
NBC-Red: RHYTHMAIRES

**6:30**
NBC-Red: DAILY SPORTS COLUMN—Paul Douglas
NBC-Blue: ORGANIST
CBS: BOAKE CARTER—news commentator
MBS: ORCHESTRA

**6:35**
NBC-Blue: SOLOIST

**6:45**
NBC-Red: ORCHESTRA
NBC-Blue: LOWELL THOMAS—news commentator
CBS: LUM AND ABNER—sketch
MBS: MUSICAL PROGRAM

**7:00**
NBC-Red: AMOS 'N' ANDY—sketch
NBC-Blue: NOLA DAY—songs
CBS: JUST ENTERTAINMENT
MBS: FULTON LEWIS, JR.—Washington news commentator

**7:15**
NBC-Red: UNCLE EZRA'S RADIO STATION—Pat Barrett
NBC-Blue: STORY BEHIND THE HEADLINES—Cesar Saerchinger
CBS: ARTHUR GODFREY
MBS: ORCHESTRA

**7:30**
NBC-Blue: THE FOUR OF US
CBS: HOLLACE SHAW—songs

**7:45**
NBC-Red: THREE ROMEOS
NBC-Blue: VOCALIST

**8:00**
NBC-Red: CITIES SERVICE CONCERT—Lucille Manners, Frank Black's orchestra
CBS: THE GHOST OF BENJAMIN SWEET—dramatic serial

**8:30**
NBC-Blue: DEATH VALLEY DAYS—dramatization
CBS: PAUL WHITEMAN'S ORCHESTRA
MBS: TOPICS OF THE DAY—speaker

**9:00**
NBC-Red: WALTZ TIME—Frank Munn, Lyman's orchestra
NBC-Blue: ROYAL CROWN REVUE—Tim and Irene, Uncle Happy, Graham McNamee, Fredda Gibson, George Olsen's orchestra
CBS: HOLLYWOOD HOTEL—Louella Parsons, Frances Langford, Frank Parker, Anne Jamison, Ken Murray, Oswald, Paige's orchestra
MBS: ORCHESTRA

**9:30**
NBC-Red: A. L. ALEXANDER'S TRUE STORIES—dramatization
NBC-Blue: NBC SPELLING BEE—Paul Wing
MBS: BAMBERGER SYMPHONY ORCHESTRA

**10:00**
NBC-Red: FIRST NIGHTER—dramatization, Les Tremayne, Barbara Luddy
NBC-Blue: PAUL MARTIN'S ORCHESTRA
CBS: COCA-COLA SONGSHOP Reed Kennedy, Alice Cornett, Haenschen's orchestra
MBS: TWENTY YEARS AGO AND TODAY—news dramatization

**10:30**
NBC-Red: JIMMIE FIDLER'S HOLLYWOOD GOSSIP

**10:45**
NBC-Red: PEOPLE IN THE NEWS—Dorothy Thompson commentator
CBS: AMERICAN VIEWPOINT

**11:00**
NBC-Red: DANCE MUSIC
NBC-Blue: ORCHESTRA
CBS: DANCE MUSIC
MBS: DANCE MUSIC

# Saturdays

## MAY 7—14—21—28



Pat Barnes



Sammy Kaye

## MORNING

**8:00**

NBC-Red: MALCOLM CLAIRE—children's stories
NBC-Blue: SOUTHERNAIRES

**8:15**

NBC-Red: DOC SCHNEIDER AND HIS TEXANS
NBC-Blue: DICK LEIBERT ENSEMBLE

**8:30**

NBC-Red: DO YOU REMEMBER?
CBS: JACK SHANNON—songs

**8:45**

NBC-Blue: JACK AND LORETTA
CBS: VIOLINIST

**9:00**

NBC-Red: THE WISE MAN
NBC-Blue: BREAKFAST CLUB—variety program
CBS: ETON BOYS

**9:15**

NBC-Red: SUNSHINE EXPRESS
CBS: RICHARD MAXWELL—tenor-philosopher

**9:30**

CBS: FIDDLER'S FANCY

**9:40**

NBC-Red: PRESS-RADIO NEWS

**9:45**

NBC-Red: LANDT TRIO

**9:55**

NBC-Blue: PRESS-RADIO NEWS
CBS: PRESS-RADIO NEWS

**10:00**

NBC-Red: VOCALIST
NBC-Blue: SWEETHEARTS OF THE AIR — May Singhi Breen, Peter de Rose
CBS: LEW WHITE—organist

**10:15**

NBC-Red: CHARIOTEERS—male quartet
NBC-Blue: VIENNESE ENSEMBLE

**10:30**

NBC-Red: MUSIC INTERNATIONAL
NBC-Blue: THE CHILD GROWS UP—Katharine Lenroot
CBS: JEWEL COWBOYS
MBS: GET THIN TO MUSIC

**10:45**

NBC-Blue: SWING SERENADE

**11:00**

NBC-Red: FLORENCE HALE'S RADIO FORUM
NBC-Blue: VAUGHN DE LEATH—songs
CBS: CINCINNATI CONSERVATORY OF MUSIC
MBS: VARIETY PROGRAM

**11:15**

NBC-Red: FORD RUSH AND SILENT SLIM
NBC-Blue: MINUTE MEN—male quartet

**11:30**

NBC-Red: HALF-PAST ELEVEN
NBC-Blue: OUR BARN—children's program, Madge Tucker
MBS: U. S. ARMY BAND

## AFTERNOON

**12:00 Noon**

NBC-Red: ABRAM CHASINS' MUSIC SERIES
NBC-Blue: CALL TO YOUTH
CBS: CAPTIVATORS
MBS: PARENTS' MAGAZINE OF THE AIR

**12:15**

NBC-Blue: SOLOIST
MBS: THIS WONDERFUL WORLD

**12:30**

NBC-Red: ORCHESTRA
CBS: GEORGE HALL AND HIS ORCHESTRA

**1:00**

NBC-Red: ORCHESTRA
CBS: ORIENTALE
MBS: STEVE SEVERN'S PET CLUB

**1:15**

CBS: RHYTHMAIRES
MBS: MICROPHONE IN THE SKY—Tom Slater, interviewer

**1:30**

NBC-Red: YOUR HOST IS BUFFALO
NBC-Blue: NATIONAL FARM AND HOME HOUR
CBS: BUFFALO PRESENTS
MBS: ORCHESTRA

**2:00**

NBC-Red: MUSIC FOR EVERYONE
CBS: MADISON ENSEMBLE
MBS: VARIETY PROGRAM

**2:30**

NBC-Red: CAMPUS CAPERS
NBC-Blue: ORCHESTRA

**3:00**

NBC-Red: GOLDEN MELODIES
CBS: MERRYMAKERS
MBS: BENAY VENUTA'S PROGRAM

**3:30**

NBC-Red: SWINGOLOGY
NBC-Blue: RENDEZVOUS WITH RICARDO
CBS: WALTZES OF THE WORLD

**4:00**

NBC-Red: CALLING ALL STAMP COLLECTORS
NBC-Blue: CLUB MATINEE
CBS: CHARLES PAUL—organist
MBS: ORCHESTRA

**4:15**

NBC-Red: MEN OF THE WEST
CBS: GERTRUDE LUTZI AND JOHN STURGESS—songs
MBS: ORCHESTRA

**4:30**

NBC-Red: ORCHESTRA

**4:45**

CBS: RHYTHM RENDEZVOUS

**5:00**

NBC-Red: GREAT PLAYS
NBC-Blue: ORCHESTRA
MBS: ORCHESTRA

**NOTE:**

As we go to press, this program guide is absolutely accurate, but we cannot be responsible for last minute changes made by the broadcasting companies, advertising agencies or sponsors.

**5:30**

NBC-Blue: ORCHESTRA
CBS: ORCHESTRA
MBS: SAMMY KAYE'S ORCHESTRA

## EVENING

**6:00**

NBC-Red: EL CHICO SPANISH REVUE
NBC-Blue: TUNE TWISTERS
CBS: PRESS-RADIO NEWS

**6:05**

CBS: COLUMBIA'S CHORUS QUEST

**6:15**

NBC-Blue: THE MASTE BUILDER
MBS: SCHEMES THAT SKI—dramatization

**6:30**

NBC-Red: DAILY SPORT COLUMN—Paul Douglas
NBC-Blue: PRESS-RADI NEWS
CBS: ORCHESTRA
MBS: "JAM AND JIVE"

**6:35**

NBC-Blue: ORCHESTRA

**6:45**

NBC-Red: RELIGION IN TH NEWS—Dr. Walter Van Kirk

**7:00**

NBC-Red: KALTENMEYER KINDERGARTEN — Bru Kamman
NBC-Blue: MESSAGE OF I RAEL—guests and music

**7:30**

NBC-Red: ALISTAIR COOK—commentator
NBC-Blue: UNCLE JIM QUESTION BEE
CBS: SATURDAY SWIN SESSION
MBS: ORCHESTRA

**7:45**

NBC-Red: JEAN SABLON songs

**8:00**

CBS: COLUMBIA WOR SHOP
MBS: ERNIE FIORITO STUDIES IN CONTRAST Sylvia Froos, Jimmy Shields

**8:15**

NBC-Blue: ORCHESTRA

**8:30**

CBS: JOHNNY PRESEN RUSS MORGAN AND H ORCHESTRA
MBS: PAT BARNES AND H BARNSTORMERS — Marce Hendricks, Jimmy Shields

**8:45**

NBC-Blue: INK SPOTS

**9:00**

NBC-Red: ORCHESTRA
NBC-Blue: NATIONAL BAR DANCE—Joe Kelly
CBS: PROFESSOR QUIZ Bob Trout
MBS: ORCHESTRA

**9:30**

NBC-Red: AMERICAN PO TRAITS—dramatization
CBS: SATURDAY NIGH SERENADE—Mary Eastma Bill Perry, Haenschen's o chestra
MBS: ORCHESTRA

**10:00**

NBC-Red: NBC SYMPHON ORCHESTRA
NBC-Blue: DESIGN FOR MU SIC
CBS: YOUR HIT PARADE
MBS: ORCHESTRA

**10:30**

NBC-Blue: THE FAMIL PARTY

**10:45**

CBS: SPECIAL TALKS PRO GRAM

**11:00**

NBC-Red: DANCE MUSIC
NBC-Blue: DANCE MUSIC
CBS: ORCHESTRA
MBS: DANCE MUSIC

# It helps their Skin more directly!

## THE NEW CREAM WITH "Skin-Vitamin"



FREDERICA VANDERBILT WEBB
*now MRS. DAVID S. GAMBLE, Jr.*



MRS. VICTOR DU PONT, III



MRS. HENRY LATROBE ROOSEVELT, JR.

*"A great advance . . .*

"Pond's new Cold Cream is a really scientific beauty care. I'll never be afraid of sports or travel drying my skin, with this new cream to put the 'skin-vitamin' back into it."
MRS. HENRY LATROBE ROOSEVELT, JR.

*"Helps skin more . . .*

"I've always been devoted to Pond's. Now with the 'skin-vitamin,' it helps my skin more than ever. Keeps it bright and fresh looking all through the gayest season."
FREDERICA VANDERBILT WEBB
now MRS. DAVID S. GAMBLE, JR.

*"Gets skin really clean . . .*

"Pond's Cold Cream gets my skin really clean. Now it nourishes, too, and keeps my skin so much softer."
MRS. VICTOR DU PONT, III

A NEW CREAM that puts the necessary "skin-vitamin" right into skin!—The vitamin which especially helps to build new skin tissue—which aids in keeping skin beautiful!

Since Pond's new "skin-vitamin" Cold Cream was announced, hundreds of women have tried it!

In this advertisement we are repeating the words of some of the first to try it—"A great advance"—"Keeps my skin better than ever"—"Gives better color"—"Keeps my skin finer and softer in spite of all my sports."

***Exposure dries the "skin-vitamin" out of skin . . .***

Exposure is constantly drying this "skin-vitamin" out of the skin. When there is not enough of this "skin-vitamin" in the diet, the skin may suffer—become undernourished, rough and subject to infections.

Suppose you see what putting the "skin-vitamin" directly into *your* skin will do for it? In animal tests, skin that had been rough and dry because of "skin-vitamin" deficiency in the diet became smooth and supple again—in only 3 weeks.

Use the new Pond's Cold Cream in your regular way for cleansing and before make-up. Pat it in. Leave some on overnight and whenever you have a chance. Do this faithfully for 2 or 3 weeks. Some women reported enthusiastically within that time!

***Same jars, same labels, same price***

Now every jar of Pond's Cold Cream you buy contains this new cream with "skin-vitamin" in it. You will find it in the same jars, with the same labels, at the same price.

**Tune in on "THOSE WE LOVE," Pond's Program, Mondays, 8:30 P.M., N. Y. Time, N.B.C.**

**SEND FOR THE NEW CREAM!** **TEST IT IN 9 TREATMENTS**

Pond's, Dept. 9RS-CT, Clinton, Conn.
Rush special tube of Pond's "skin-vitamin" Cold Cream, enough for 9 treatments, with samples of 2 other Pond's "skin-vitamin" Creams and 5 different shades of Pond's Face Powder. I enclose 10¢ to cover postage and packing.

Name_____

Street_____

City_____ State_____

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# DANDRUFF?



## 4 Minute Treatment Stops Dandruff Itch

### And Kills Nasty Scalp Odor

Dandruff is the sign of a diseased, unclean scalp. Through neglect, the tiny sebaceous glands (oil glands) fail to work as they should and become clogged with scales and dirt. The scalp becomes infected by germs and fungi, and the condition spreads.

*Skin specialists generally agree that effective treatment for dandruff must include (1) regular cleansing of scalp; (2) killing the germs that spread infection; (3) stimulating circulation of the scalp; (4) lubrication of scalp to prevent dryness.*

**The Zonite Antiseptic Scalp Treatment Does These 4 Things**

**WHAT TO DO:** Massage head for 3 minutes with this Zonite solution — 2 tablespoons Zonite to 1 quart of water. Use this same solution for shampoo with any good soap. Rinse very thoroughly. If scalp is dry, massage in any preferred scalp oil. (For complete details of treatment, read folder in Zonite package.)

*It is vitally important to use this treatment regularly (twice every week at first) to keep dandruff under control and keep germs from spreading.* Because reinfection constantly takes place from hats, bed-pillows, combs and brushes.

If you're faithful, you'll be delighted with the way this treatment leaves your scalp clean and healthy—free from itch and nasty scalp odor.

*At all U. S. and Canadian drug stores.*

**TRIAL OFFER**—For a real trial bottle of Zonite, mailed to you postpaid, send 10¢ to Zonite 612 New Brunswick, New Jersey U. S. A.





# DALE CARNEGIE'S RECIPES

### JIFFY WAFFLES

*2 cups sifted cake flour*
*4 teaspoons baking powder*
*1 teaspoon sugar*
*½ teaspoon salt*
*1½ cups milk, approximately*
*⅓ cup butter, melted and cooled*
*2 eggs*

Sift together cake flour, baking powder, sugar and salt. (Meanwhile have butter melting.) Add one cup of milk and beat until smooth. Add eggs, one at a time, to the melted and cooled butter. Beat together thoroughly, then add to flour mixture. Beat well. Gradually add remaining ½ cup milk. Cook in preheated hot waffle iron. This waffle batter should be quite thin, so, if necessary, add a little more milk than suggested.

### FRIED CHICKEN, HILDA

Have tender frying chicken separated into pieces. Clean, singe and wash. Dry well, sprinkle with salt, pepper and paprika. Sprinkle with a little flour. Melt 4 tablespoons fat in deep iron frying pan or skillet. (Half butter, half vegetable shortening is an excellent combination.) When fat is very hot, add chicken pieces and brown well on all sides. Reduce heat, cover pan and cook until chicken is tender—approximately 1 hour. Remove chicken to heated platter. Pour off excess fat in pan, leaving about 2 tablespoons. Add 1½ tablespoons flour, brown slightly. Slowly add 1 cup milk. Heat and stir until smooth and thickened. Add seasonings to taste. Pour gravy over chicken or serve in separate bowl. This chicken is delicious served with the waffles given above.

### HASHED BROWNED POTATOES

Peel 4 medium sized potatoes. Using a coarse shredder, shred potatoes into cold water. (They may be diced or chopped fine, instead of shredded, but since they must be *very* fine, a shredder is the quickest method.) After 10 minutes drain potatoes and wipe dry between folds of clean towel. Meanwhile, brown a medium sized onion, minced fine, in 3 tablespoons butter. Add potatoes. Sprinkle with salt and a little pepper. Cook until potatoes are tender (about 20 minutes) stirring frequently. Then cook 5 minutes longer, without stirring, to form a brown under-crust. Fold like an omelet and serve.

### OLD FASHIONED CHOCOLATE CAKE

*2½ cups sifted flour*
*2 teaspoons double-acting baking powder*
*½ teaspoon soda*
*½ teaspoon salt*
*½ cup butter or other shortening*
*1¼ cups sugar*
*3 egg yolks, beaten*
*1 cup buttermilk or sour milk*
*1 teaspoon vanilla*
*3 egg whites, stiffly beaten*

Sift flour, measure. Add baking powder, soda and salt. Sift together three times. Cream butter (or other shortening) thoroughly. Add sugar gradually, creaming together until light and fluffy. Add well beaten egg yolks; beat thoroughly. Add flour mixture alternately with the buttermilk or sour milk, beating after each addition until smooth. Add vanilla. Fold in egg whites lightly but thoroughly. Bake in two greased and lightly floured 9-inch layer cake pans in moderate oven (375° F.) 25-30 minutes or until a cake tester inserted in cake comes out clean. Cool. Cover with the following frosting:

### SOFT CHOCOLATE FROSTING

*4 squares unsweetened cooking chocolate*
*1¼ cups milk*
*1 cup sugar*
*4 tablespoons flour*
*a pinch of salt*
*2 tablespoons butter*
*1 teaspoon vanilla*

Place chocolate and milk in top of double boiler. Cook over boiling water until chocolate has melted. Beat with rotary beater until blended. Combine sugar, flour and salt. Add a little of hot chocolate mixture, mix to a smooth paste. Gradually combine with remaining chocolate mixture in top of double boiler. Continue cooking over boiling water until smooth and thickened, stirring constantly. Continue cooking 5 minutes longer, stirring occasionally. Add butter, cool. Add vanilla and spread between layers and on top and sides of cake.

### RICH CUSTARD PIE

*rich pastry for 1-crust pie*
*1 egg white, slightly beaten*
*1 cup thin cream*
*3 eggs, slightly beaten*
*⅔ cup sugar*
*½ teaspoon vanilla*
*¼ teaspoon almond extract*
*nutmeg*

Line a small pie plate with rich pastry, fitted loosely into plate. Cut an extra long thin strip of pastry, place around rim of pie. Make a deep fluting around rim with floured fingers. Prick pastry several places with tines of fork. Bake 5 minutes in hot oven (450° F.). Remove from oven, cool. Brush entire shell with slightly beaten egg white, before adding filling.

FILLING: Bring cream to a boil. Beat eggs slightly, mix with sugar, vanilla and salt. Slowly add the cream. Blend thoroughly and pour into pie shell, prepared as directed above. Sprinkle with nutmeg. Bake in moderate oven (350° F.) until knife inserted in custard filling will come out clean (about 30 minutes). Chill thoroughly before serving.





# *"Look at those snapshots . . . then decide,"* says DOROTHY DIX, famous adviser on life and marriage

"I BELIEVE that practically every girl or man has a chance, sometime during romance days, to make a happy marriage. Unhappy marriages simply show how many let the right chance slip . . .

"*Try this plan:* When you meet someone you like, see that you get plenty of snapshots. This is a natural and easy thing to do—romance and snapshots go together like music and moonlight . . .

"*And be sure to save your snapshots.* Then, when you think your big moment has arrived, get out the snapshots of all the others. See what they say to you. See if the faces and scenes don't awaken memories that make you pause. Perhaps you'll recognize the *right* chance that has gone by temporarily, but can be regained."

* * *

Whether you're expert or inexperienced—for day-in and day-out picture making—use Kodak Verichrome Film for surer results. Double-coated by a special process—it takes care of reasonable exposure errors—increases your ability to get clear, satisfying pictures. Nothing else is "just as good." And certainly there is nothing better. Play safe. Use it always . . . Eastman Kodak Company, Rochester, N. Y.





Soft spring music and waltzes call for demureness and charm. This gown of Helen Claire's is a full-skirted white printed organdy with balloon sleeves. Helen's on *Dreams of Long Ago*.

Jean Yewell, *NBC* vocalist, favors the romantic peasant-type dress. Festive colored dots fleck the sheer fabric and grosgrain ribbon outlines the demure neckline, sleeves and three flounces.

# WALTZING INTO FASHION

BY WENDY LEE

*"SWING IT, sister! Truck on down!"* cried your boy-friend all last winter, as you whirled gaily through an astounding series of intricate steps to the mad, spirited rhythm of swing. You shagged and big-appled, trucked and Suzy-Q'd with the best of them. And you loved it! 'Cause it has been fun!

But, while swing and the shag are entirely too fascinating to be put aside completely, aren't you just a little tired of them now? Don't you feel romantic these lovely spring days, these balmy spring evenings? Don't you yearn for a little more sentiment, a little less clarinet? Wouldn't you—instead of having your partner swing you roughly away and scream hoarsely: "Swing it!"—rather have him hold you lightly, lead you through graceful steps to music less primitive, more polished, and whisper tender sentiments into your ear? Give him a chance to notice and remark upon the color of your eyes, your flawless complexion, your lovely soft gown. Waltz your way to romance!

For the waltz is here again! More than a hundred years old, and still going strong, the favorite dance music of our great-great grandmothers still persists in popularity. The most beautiful romantic music has been written in waltz-time. The most famous operettas have been built around the waltz. The love songs that have lasted through the years, the old favorites that everyone knows, are soft and sweet, too beautiful ever to die.

(*Continued on page* 83)



Ireene Wicker, *The Singing Lady*, looks picturesque in a white Swiss organdy. The bodice is edged with Irish lace and shoulder straps are of narrow black velvet ribbon.

The high hair-do of crinoline days is a charming complement to the new waltz mood. Jean Dickenson, of *The American Album*, holds her upswept curls with a rose.





# *Healthful* Double Mint *gum shows you this doubly lovely way to charm and popularity*



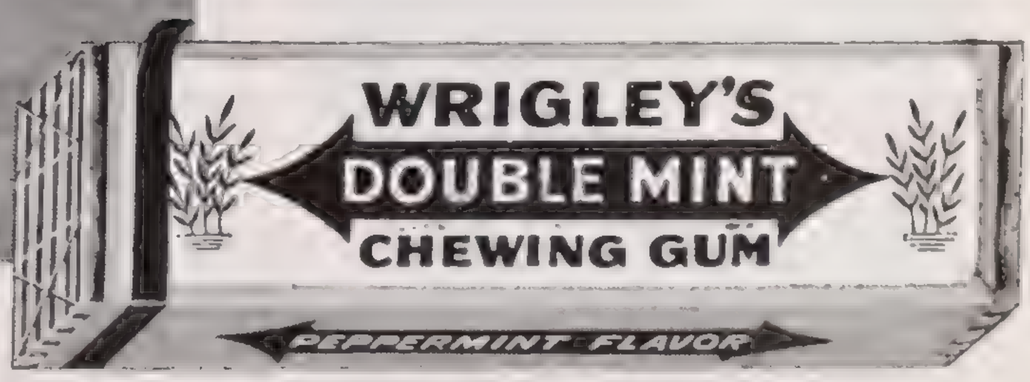
Men—women, too, for that matter—are attracted to a charming smile and smart clothes—a winning combination that healthful, delicious Double Mint gum enables you to have. The daily enjoyment of this double-lasting, mint-flavored gum provides beneficial chewing exercise which beautifies your lips, mouth and teeth, increasing the loveliness of your smile. You look your radiant best—a person people want to know. Try it today...Left, Double Mint gum introduces a new creation of Valentina whose clients from New York to Hollywood rank among the best dressed women in the world. Double Mint has put this charmingly becoming dress into a Simplicity Pattern for you. *This, then,* is Double Mint gum's doubly lovely way of helping you win admiration and popularity.

---

***Keep young***—be doubly lovely the Double Mint way. Remember also Double Mint gum aids digestion, relaxes tense nerves, assures a sweet inoffensive breath. Buy several packages today.

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Left, *exquisite Double Mint gum dress produced in New York by* **VALENTINA,** *original creator of modern classic design —modeled for you in Hollywood by the gorgeous star of stage and screen,* **GLORIA SWANSON.** *Made available to you by Double Mint gum in* **SIMPLICITY** *Pattern 2784.*
*At nearly all good Department, Dry Goods or Variety Stores you can buy this pattern.*
Or, write *Double Mint Dress Pattern Dept., 419 Fourth Avenue, New York City.*





# COLLEGE GIRLS LEAD THE WAY

***in discovering TAMPAX***

It is natural that enlightened college women should lead in adopting Tampax, the new *internal absorbent* for monthly sanitary protection. It means safety, comfort, assurance. Learn about this medically-endorsed, revolutionary product—and tell your friends!

● **CURIOSITY IS AROUSED**



"I've heard about this Tampax . . . It's so compact that a month's supply will go in your purse. Wonder how it works—"

● **THE TRUTH DAWNS**



"Well, it's rather startling at first! . . . Perfected by a doctor. For use *internally!* . . . You're not aware of its presence."

● **IT'S THE CIVILIZED WAY**

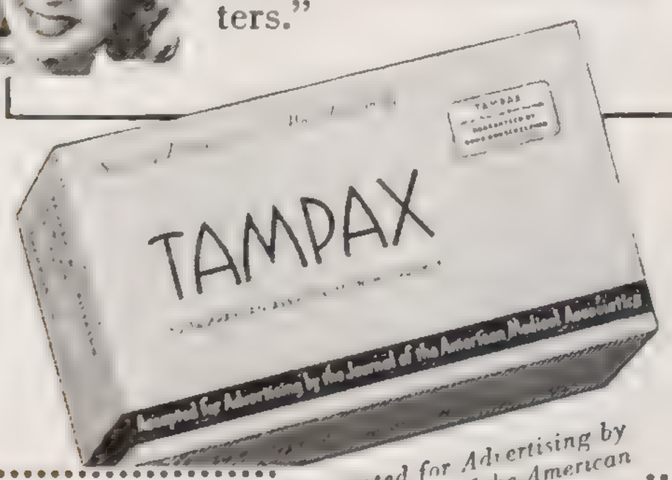


"Why wasn't this invented *years* ago? Patented applicator. No belts, no pins, no pads, *no odor* . . . You ride, dance, swim."

● **ANY WOMAN CAN USE IT**



". . . and feel at ease in any costume . . . 35¢ a month's supply . . . drug stores and notion counters."




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Please send me introductory size package of Tampax. Enclosed is 20¢ (stamps or coins).

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# FANNIE BRICE'S SECRET

(*Continued from page 23*)

I don't want to embarrass other people that way. I don't want to embarrass myself. So, the only time I ever cry is when I'm behind closed, locked doors.

"I get the blues," said Fannie, "sure I do. And when I feel them coming on I always hope it will rain so I can get 'em good. I have a good cry all by myself and then I go into my bathroom and slap cold water on my eyes and take a good look at myself and I gotta laugh. I can't take myself seriously any more. I know now that nothing lasts for long, not even the blues.

"This business of *how* to keep smiling," smiled Fannie, as we faced one another, "well, here's my Number 1 Formula: *Keep working and you'll keep smiling.* That's the best advice I can give anyone, including myself. I've been giving it to myself ever since I was a kid and gave my impromptu entertainments on the sidewalks of New York. I'm still taking daily doses. Know the times I find it hardest to keep smiling? The days when I haven't accomplished anything, even if it's only a little something like going down town and finding a new hat that's becoming to me. That's something accomplished, something done. And I'm telling you that I do 'whistle while I work.' Most of us do.

"Of course," grinned Fannie gaminishly, "we can't all have the Brice breaks and take our pennies out of producers' mouths by earning our daily bread alongside of Clark Gable or Bob Taylor or Allan Jones in the movies. But that isn't necessary. Necessary? It's a luxury!

"I mean it when I say that if I've got any 'secret' of how to keep smiling it's to keep busy, keep working. You may think as you read: 'Oh, it's easy for *her* to preach, in moom pitchers and all. Who wouldn't keep smiling with a job like that!' Now lemme tell you something. I could get just as bored running around a set in a studio or control-room in a broadcasting station as you do running around after a vacuum cleaner. You do anything long enough and it'll get monotonous if you give it a chance. So what I mean is, keep working at whatever job is your job. This may not be the answer you'd like me to give, but it's the true one. If you're a housewife and feel the blues coming on, get going and clean out the icebox or get at the mending or get out the winter clothes and go moth-hunting or go down town and buy a new hat. Whatever your job is, *do it*—and you'll keep smiling.

"And don't do things that wipe the smiles off. Don't go around trouble-shooting, looking for smile-erasers. I don't.

"I don't say that we're put here with ready-made laughter in our hearts, the most of us. I think we gotta make our own laughter as we go along. It's like training any set of muscles, if you keep at it long enough you'll develop 'em."

(And by the way, don't let Fannie's "ain'ts" and "gottas" deceive you. She just drops into her professional vernacular intentionally.)

"Of course," Fannie was saying, "a sense of humor is the real answer. I guess you're born with it or you're not. And it something no one except yourself can giv you, not even the medical profession ca give you a shot of humor in the arm c monkey-shine glands or those things. got it, and no credit to me because I wa born with it, not being able to help my self, one way or the other. And a sens of humor means courage, though it ma not seem modest for me to say this ju after admitting I got it. But it does. means you've got the guts to laugh th tough job of living right in its teeth, ar sometimes its teeth are fangs."

Born laughing, *she's* had to learn to kee laughing, has Fannie, even as you and Or haven't we? Well, if we haven't, here a chance to learn how from one of th greatest funsters of our time. No "clow with a breaking heart" is Fannie, but r member, Fannie sings *My Man.* And sh isn't laughing then, either in her heart on her lips, I'd lay a bet on that. An remember, Fannie is Snooks, who mak you laugh every Thursday night over *NB* when she appears on the *Good News 1938* radio program. And somewhere between the Fannie who sings *My Man* an the Fannie who is Snooks is the Fann who laughs while she lives . . .

"It's great," Fannie was saying, the shuffling cards just because her restle hands must be doing something, "it's gre while you're climbing to the top. It's ea to laugh then. Because you're young th and you don't have to teach youth t secret of how to keep smiling. They kno it. Laughing is easy on young mouth. And even if your heart gets busted wh you're young, well, sure it hurts, but mends easier, too. It's when you get to t top that it's tough. That fame you've be reaching for, it don't mean so much wh you get it, because you keep *forgetting y got it.* You get used to anything, like said, working with a vacuum cleaner working with movie stars. It's all one.

"And here's another thought: Don't g blue, don't quit smiling if you don't g to the top. Don't go around thinkin you're an 'undiscovered genius.' Becau there's no such a thing as an undiscover genius. If you got it, you give it a you're discovered. And if you haven't g it you stay put and no use getting mop about it. If you haven't got one thin you got another. Find out what it is a keep smiling . . .

"I keep out of a rut. That's another pric less secret. You can't keep smiling wh you're in a rut. What's there to smile abou Who's there to smile with? I don't stay t long in any one place. You may say: 'B I can't move, it takes too much dougl All right, you can take a *walk,* can't yo You can probably go to a movie. You c read a book about some other place. keep changing my routine, too; at home, my work, like giving birth to Snooks. keep making new friends, spending tim with my old friends like Ann Penningt and Bea Lillie. I go trout fishing. I ke reading new books, hearing new mus seeing new movies, learning to play n

(*Continued on page 60*)

*This Summer*





*Go*

NEW HAVEN

*to*

# Southern NEW ENGLAND!

A delightful ride to a delightful vacationland! Step aboard a luxurious air-conditioned New Haven coach, sink back in a deep, comfortable seat and enjoy a care-free trip that actually becomes part of the vacation itself!

Relax under the spell of cool, clean, conditioned air . . . read or rest if you wish; New Haven's fine, modern coaches are scientifically lighted, silent and smooth riding. And *remember* . . . low fares in these luxurious coaches are always friendly to vacation budgets!

This summer be free of traffic jams, highway hazards! Travel the steel highway on one of the nation's safest railroads where it's always *clear track ahead* and a swift, smooth ride to your favorite summer resort.

**FREE** 1938 Summer Guide to southern New England. Completely informative, illustrated. Tells where to go, how to go. Gives resort rates, fares, schedules, etc. Limited supply. Send for your copy NOW! Address: Room 596, South Station, Boston, Mass.

THE NEW HAVEN RAILROAD

ONE MOTHER TELLS ANOTHER!



Now millions praise
*the new*
SCIENTIFICALLY
IMPROVED
EX-LAX

FOR YEARS, millions of mothers have given Ex-Lax to their children to relieve constipation . . . *"It's just the thing for youngsters,"* they said, *"so gentle and effective, and yet so easy to take"* . . . And now the word is spreading—Ex-Lax has been Scientifically Improved! America's most popular family laxative is *even better* than before! Better in 3 important ways:

***TASTES BETTER THAN EVER!***

Ex-Lax now has a smoother, richer chocolate flavor. It tastes *even better* than before!

***ACTS BETTER THAN EVER!***

Ex-Lax is now even *more effective!* Empties the bowels thoroughly and more smoothly in less time than before.

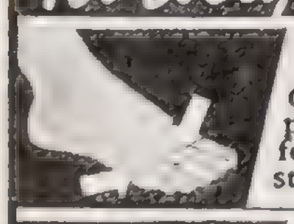
***MORE GENTLE THAN EVER!***

Ex-Lax is today so remarkably gentle that, except for the relief you enjoy, you scarcely realize you have taken a laxative.

• • •

***Ask for the new Scientifically Improved Ex-Lax at your druggist's. The box is the same as always, but the contents are better than ever! 10c and 25c.***

CRO-PAX FOOT AIDS
For Every Foot Ailment



CORNS
6 Cro★Pax Waterproof pads...4 medicated discs... for quick, safe removal of stubborn corns.



CALLOUSES
Cro★Pax Callous Pads, waterproof, remove pressure; medicated discs remove core.



BUNIONS
Cro★Pax Bunion Pads... Waterproof... medicated ...*Relieve Pressure.*

Good Housekeeping Bureau
INSTANT RELIEF 10c
Price slightly higher in Canada.
CRO★PAX PRODUCTS, CLEVELAND, OHIO
AT YOUR 5 & 10c STORE

# MAKING A PLAY FOR




Helen Lynd, *CBS* songstress, selects swimming as her favorite recreation-exercise. Time spent in the fresh air and sunlight is healthful in itself, besides the body benefits derived from the great variety of strokes.

## BY MARY BIDDLE

THESE four beauties from radioland informed me that Mr. Longfellow might well have foreseen the life of a feminine radio star when he wrote: "Art is long, and time is fleeting!" Life is one bustle, they affirm, from rehearsals to practice or study, fittings and interviews and a million and one other duties. Finding time for satisfactory beauty routines and a full personal life takes much careful budgeting and skilful juggling of minutes.

"We solved our problem," they confided, "by playing for beauty. Active sports keep our figures in trim and they are real fun and recreation." You may be quite sure that I listened eagerly from this point on. For, though I am not a radio star, and you are not radio stars, we all are intrigued by ways and means of solving the curve and poundage problem pleasantly. Finding the time for exercise sometimes seems as hard to us as it does to the stars. After working at a desk, or around a house all day, we want recreation, not routine. It takes real moral stamina to do the one-two-three at such times. So, let's change our mental attitude toward the exercise hour, and make it a time for beneficial pleasure instead of dull routine.

Rig yourself up a ping-pong table. It doesn't have to be a sumptuous one and the set may even come from the syndicate store. You will enjoy it just the same. Ping-pong is great fun and gives you real exercise from head to toe, as you will find out after a very few minutes of play. Legs, thigh, waist, arm, and wrist muscles are among those called into play by this game. Bending and stooping, reaching and stretching, the lazy muscles are toned and pepped up and grace and suppleness brought to the body.

Marlyn Stuart takes her ping-pong seriously and plays with verve. When she can't find a partner, she exercises to make her body more agile for the game. Knowing these exercises are going to help make her proficient at a favorite sport as well as help her figure, she puts real interest in their execution (*Continued on page* 86)

**Keep fit and have fun at the same time by getting**

# BEAUTY—



Walking in the rain affords Frances Langford both exercise and a beauty treatment.

*CBS* starlet Dorothy McGuire keeps in shape by bicycling, rolling-skating and tennis.



# your exercise in sports






Lynn Roberts
*Featured in*
Republic Pictures

(*Continued from page 56*)

games. I go shopping for antiques (my hobby) and for paintings. I almost bought a Gauguin today, may tomorrow. I've tried to know something about a lot of things: antiques, music, painting, books, people, so I'll have some thoughts to keep me company if I'm ever alone, which I never have been, yet.

"I keep myself surrounded by laugh-makers. I have people who make me laugh around me all the time.

"Also *make other folks laugh and you'll laugh yourself.* It's sure-fire. You know that if you tell someone a funny story and he splits his sides laughing, you don't stand there looking like a pall-bearer. You join in and split your sides, too. Laughter is a retroactive thing. It takes two to make a quarrel. Well, it takes two to make a laugh."

Fannie keeps herself "surrounded," I'll vouch for that. For all the while we were talking, phones kept ringing, people came in and out, familiarly, well accustomed, I could tell, to coming and going in Fannie's house . . . someone called "Doc" was lounging in the doorway; Fannie's very pretty daughter came in from U. C. L. A., where she is taking some special courses, to show her mother some snapshots . . . Phil Rapf, who writes Snooks scripts and looks young enough to play with Snooks, came in and then and there he and Fannie rehearsed the next Snooks broadcast for us, Mr. Rapf taking the part of "Daddy"—and maybe you think the room didn't ring then . . . that *"why,* Daddy" of Snooks seeming almost too much to bear, watching Fannie twist her mouth into those brattish "whys." And someone said that Snooks (Fannie pronounces it *"Schnooks"*) is universal because both parents and children howl with laughter, the children knowing very well that they say "why?" and say it *just like that;* and the parents knowing only too well that they are asked "why?" five hundred times a day and answer the "whys?" *just like that* . . . and someone else said that Snooks can go on forever because there is no phase of everyday life which Snooks can not enter, children being the little boll-weevils they are, bless 'em, boring and prying into everything and Snooks being Everychild.

. . . and after a time I went on talking with Fannie right over, under and around the phone calls and the ever-increasing circle of friends because I perceived that, though Fannie was indeed "surrounded," Fannie was but swimming in her natural element, which is crowded and noisy and warm, and that Fannie could talk just as well, better, in a crowded subway at the rush hour than she could seated *à deux* in a veddy private limousine . . . and this, I am sure, is one of the main answers to the question of how Fannie keeps smiling, this warm living in the warm thick of many hearts and many interests of many friends . . .

"Snooks," Fannie was saying to me, "is not exactly new. Snooks has been a long time a-borning. Snooks is a composite of all the kids I've watched in my life. And I always watch kids, stand on street corners and watch 'em, get a big kick out of 'em. That's another recipe for perpetual smiling, watching kids. When they eat ice-




Maybelline Solid-form Mascara in metal vanity.
Maybelline Cream-form Mascara in dainty zipper case.
Colors:—Black, Brown, Blue.

*For Beautiful Eyes this finer Mascara*

Of course you want the *natural* appearance of long, dark, curling lashes—what woman doesn't? Well, there is no longer any possible excuse for blank, unattractive eyes or scraggly lashes when Maybelline Mascara is so reasonably priced. A few simple brush strokes of either the solid or cream-form will give your lashes radiant beauty instantly. Harmless, tear-proof, non-smarting, and keeps lashes soft and silky. Velvety Black, Midnight Blue, or rich shade of Brown. Vanity size, in beautiful metal case or tube, 75c. Purse sizes at all 10c stores. Beautiful eyes are yours for the asking when you ask for Maybelline Mascara.

Good Housekeeping Bureau

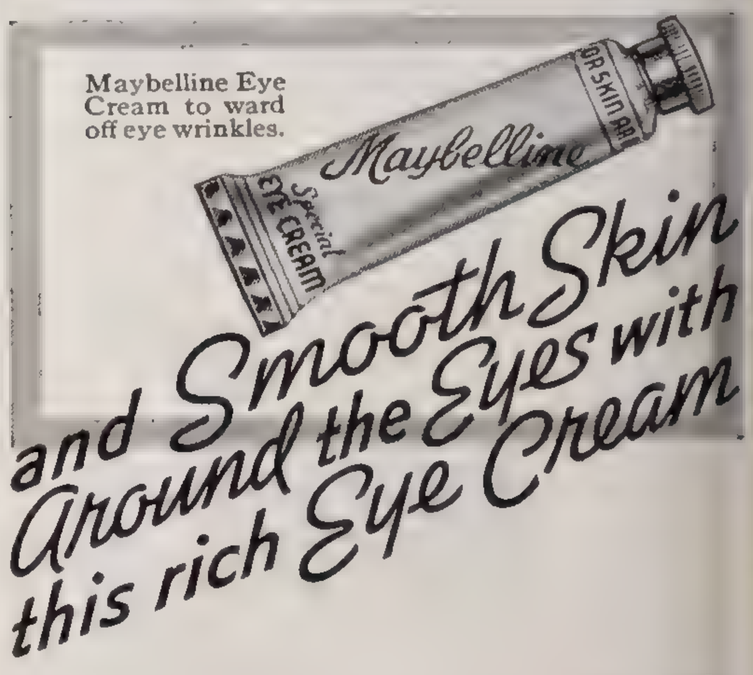


Maybelline Eyebrow Pencil in Black, Blue, Brown... Maybelline Eye Shadow, in Blue, Blue-Gray, Brown Green, Violet.

*match Eyebrow Pencil and Eye Shadow for complete harmony*

Fashion decrees, and make-up experts agree that you must now harmonize your entire eye make-up. Match your Eyebrow Pencil and Eye Shadow with your Mascara for *naturalness*—this is the newest note in beauty, and in no way can you achieve this better than with Maybelline Eye Beauty Aids. The exquisitely smooth-marking Maybelline Eyebrow Pencil forms lovely, graceful eyebrows—and a subtle touch of colorful Maybelline Eye Shadow will work wonders for the sparkle in your eyes.

*Maybelline*



Maybelline Eye Cream to ward off eye wrinkles.

*and Smooth Skin Around the Eyes with this rich Eye Cream*

Crows-feet, circles, and crepey lids detract so much from any woman's appearance. Help keep smooth and soft the tender skin area around the eyes by using this beneficial Special Eye Cream. Apply it faithfully every night for most pleasing results. Liberal introductory sizes at ten cent stores.

LARGEST SELLING EYE BEAUTY AIDS IN THE WORLD

cream in a store, ever notice how one keeps an eye on the other hoping to heaven the other won't eat it all so there'll be a few last licks left? And the kid who watches another kid eating an apple, scairt breathless that there ain't gointer be no core . . .? Or take a look at a dressed-up kid told by his Mommer to 'keep nice until I come down,' and the look of agony on his face when another kid comes up to him and gives him the razz . . . Snooks is all of these kids, your kids, my kids, the kids that have kept me smiling all my life, ever since I was a kid myself. And then, too, when I was a kid I had one pet ambition and it was to play Topsy. Snooks is a white Topsy, see what I mean?

"I laugh with my kids, too," said Fannie, "and that's a secret a lot of women never learn, I'm afraid. There is something strained and false in the relationship between a good many mothers and children.

"I made up my mind when my girl and boy were born" (Fannie's daughter is eighteen, her tall, dark son, sixteen) "that I wasn't going to be the mothery mother type. I haven't been. I always told them funny stories, even when they were kids, and I'd warn them not tell their governess on me. See, I wanted them to be on *my* side. I didn't want them to talk to others about things they felt they couldn't talk about to me. I wanted them to talk to me about things they felt they couldn't talk about to other people. If you want to keep smiling, smile with your own kids, I'm meaning it.

"I'm really miserable," laughed Fannie, "when I'm perfectly happy. It's dull to be perfectly happy. There's nothing to want, nothing to get excited about. I'm always one of two things, though, gloriously miserable or miserably happy, no in-betweens. When you're in love is one of the times you're gloriously miserable. But it's worth it.

"So there it is. Just keep working and you'll keep smiling. Don't get into a rut. Have a lot of interests like your Aunt Fannie . . . I cook and sew and go to the movies . . . I like Spencer Tracy and Bette Davis and Paul Muni . . . I like anyone I feel is being theirselves . . . Watch kids, they'll keep you smiling. Watch the human race, all sizes, ages, colors and types. It's sort of amusing, the human race.

"Yeah, I've kept smiling and I've tried to tell you why and also how. And I'm gointer keep on smiling because no one can ever hurt me any more. I can still get plenty good and hot and sore but never hurt again because I'll never let myself go again . . . never . . ."



Johny Green, songwriter and bandleader, married Betty Furness last November. She's still in films and they're still very much in love.



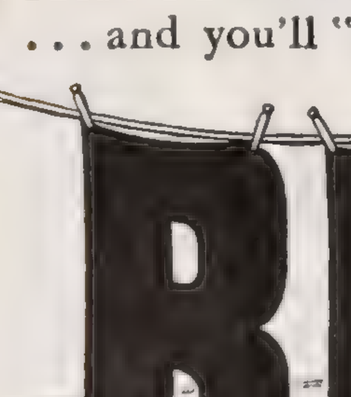

YOU'LL 'DYE' WHEN YOU READ THIS!

Even if you never dyed a dress before,—do it now and don't be timid . . . because Rit banishes uncertainty and is so simple to use it's really *fun.* Rit's new formula contains "neomerpin" which makes the fabric literally *soak up* the color . . . gives rich, luscious, flattering shades WITHOUT BOILING. Ask for Rit . . . and you'll "dye" laughing!

RIT TINTS & DYES

Never say "Dye"—say RIT!

BRIGHT TEETH MEAN A LOT TO ME! THAT'S WHY I MASSAGE MY GUMS WITH FORHAN'S—IT HAS A SPECIAL INGREDIENT FOR THE GUMS



*She knows that it is vital to cooperate with her dentist at home!*

Massage gums and clean teeth twice daily with Forhan's. It makes teeth brilliant, helps keep gums firm and healthy. For a trial tube, send 10¢ to Forhan's, Dept. 621, New Brunswick, N. J.

Forhan's DOES BOTH JOBS
CLEANS TEETH · AIDS GUMS



It takes nine people, aside from the two girls who have speaking parts, to help George McCall put on his bi-weekly *Hollywood Screenscoops* show.

# A ONE-MAN SHOW

George McCall *(center)* conducts a final script reading with his staff before going on the air. Announcer Wen Niles, at his right, is quite amused.



At each show Grace Stafford talks on Hollywood fashions.

Vicki Washington, George's secretary, plays *Miss Thomas.*

George airs the program whipped into shape by his aides.





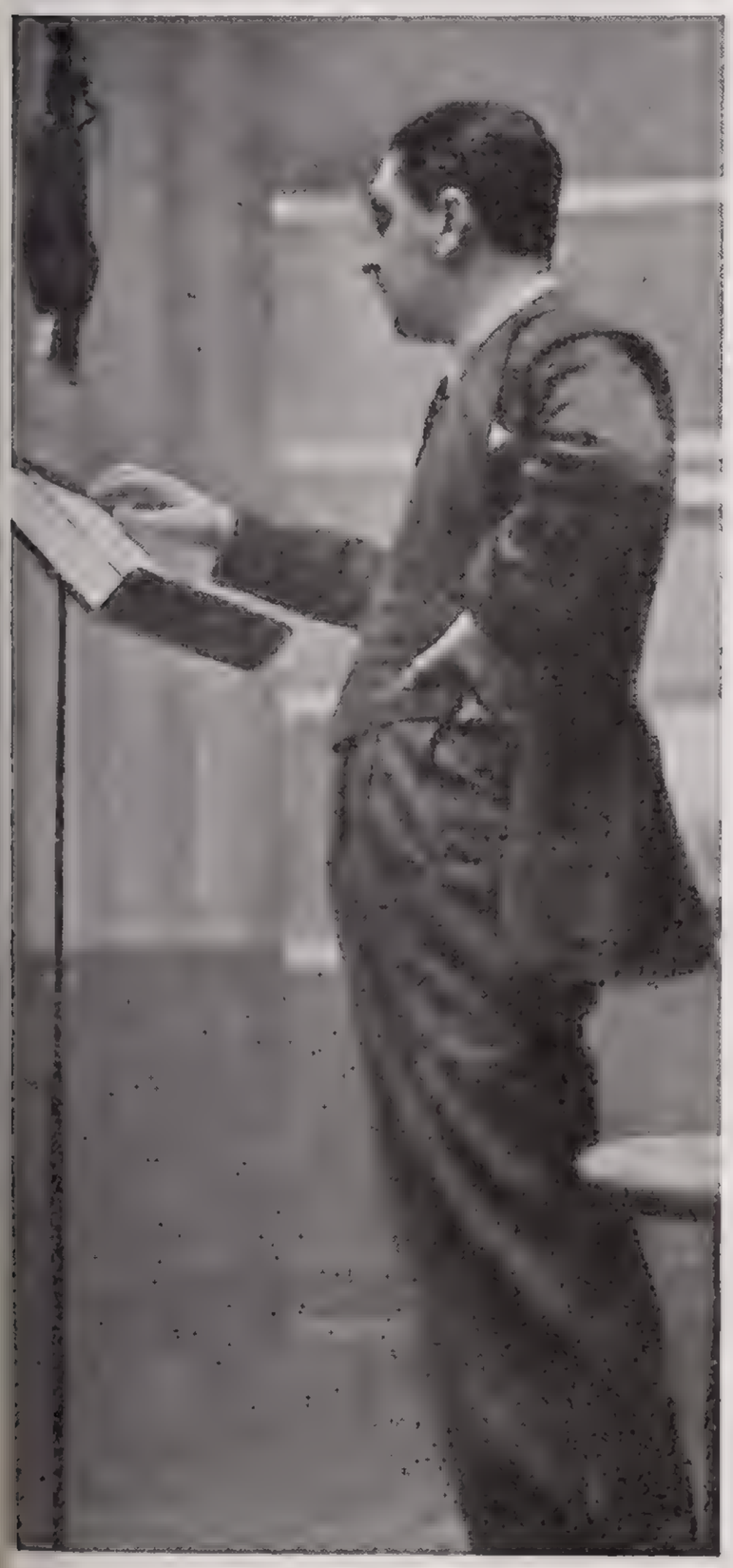




There are two producers, two lawyers, assistant, announcer and technicians.

**. . . EH?**

McCall's "one-man" show is on *CBS* Tuesday and Thursday, 7:15 p.m. *EDST*.





**ACTUALLY COOLING ON YOUR SKIN . . . GREASELESS**

# New Odorono ICE goes on like a Vanishing Cream . . . checks underarm perspiration 1 to 3 days

IMAGINE the convenience and comfort! An ICE deodorant that is absolutely greaseless—and that checks perspiration at once!

Made on a new principle, the new Odorono ICE vanishes as you put it on! Leaves your underarm feeling cool and refreshed! And, because this new preparation is made to check perspiration, it keeps your underarm always *dry*—relieves you of all fear of odor and dampness for as much as 3 days.

And Odorono ICE has only its own clean, fresh odor of pure alcohol, which evaporates immediately. Just one more reason why so many women who have tried it prefer Odorono ICE!

With Odorono ICE so delightfully easy to apply, so effective and so sure—you need never have another moment's worry over perspiration odor or unsightly stains. Only 35¢ for the new Odorono ICE at any Toilet-Goods Department. Get a jar today!

● "Safe and effective—cuts down clothing damage, when used according to directions," says The National Association of Dyers and Cleaners, after making intensive laboratory tests of Odorono Preparations.




*Trade Mark Reg. U.S. Pat. Off.

**SEND 10¢ FOR INTRODUCTORY JAR**

RUTH MILLER, The Odorono Co., Inc.
Dept. 6-E-8* 191 Hudson St., New York City
(In Canada, address P. O. Box 427, Montreal
I enclose 10¢ (15¢ in Canada) to cover cost of postage and packing for generous introductory jar of Odorono Ice.

Name_____

Address_____

City_____ State_____

***ODO-RO-NO ICE**
**COOLING — NON-GREASY**

"STOP GROWLING!"



BEEMAN'S PEPSIN GUM

"QUICK — cheer up with a stick of Beeman's! There's nothing like that delicious Beeman's flavor to drive off a grouch — that fresh zip and tang is a tonic.

Do you know why it tastes so refreshing? That airtight package keeps the flavor fresh and delicious as the day it was made! Now don't be selfish — I'll have a stick of Beeman's too!"

Beeman's
AIDS DIGESTION...

# CHARACTERISTICS OF A CHARACTER ACTRESS





Paula Winslow, veteran Coast dramatic actress, has decided characteristics. For example, eccentric hats are a great weakness.

*(Left)* Although a familiar figure on the golf links and tennis courts, Paula has a particular passion for table tennis, plays often.

*(Right)* Paula isn't what one would call a "fussy eater," but she hates rhubarb and always makes a face when eating it.



Ever since childhood, Paula has feared the dark. Her heart-beat always quickens when she must enter a dark room by herself.

(*Continued on page 66*)



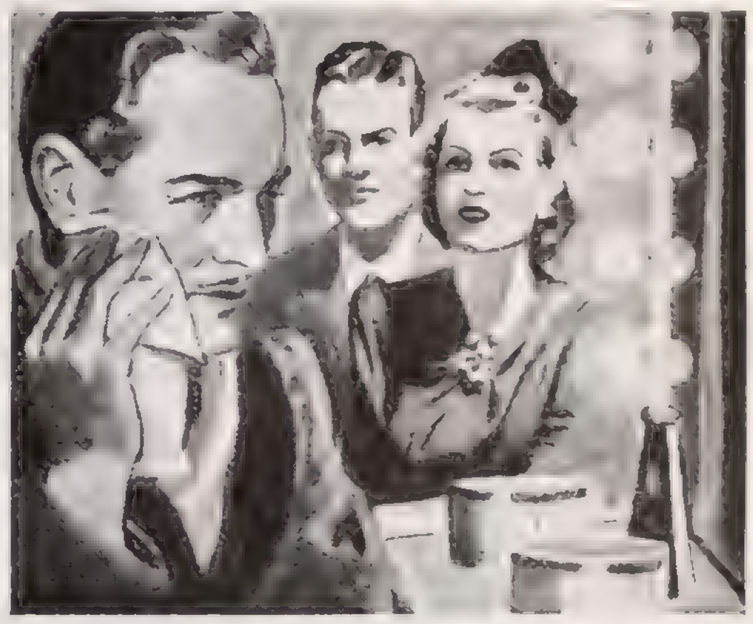
# Paul Lukas lends a helping hand



PAUL LUKAS
Favorite actor of stage and screen.



"AFTER A MATINÉE of my latest Broadway show, a friend brought his sister to my dressing room to see me . . .



"SHE WANTED TO BE an actress—was understudying the star in another play. She had talent, but . . ."



"GIRLS MUST LOOK their best to win success. Although pretty, her lips were rough and dry. When she asked my advice about her career . . .

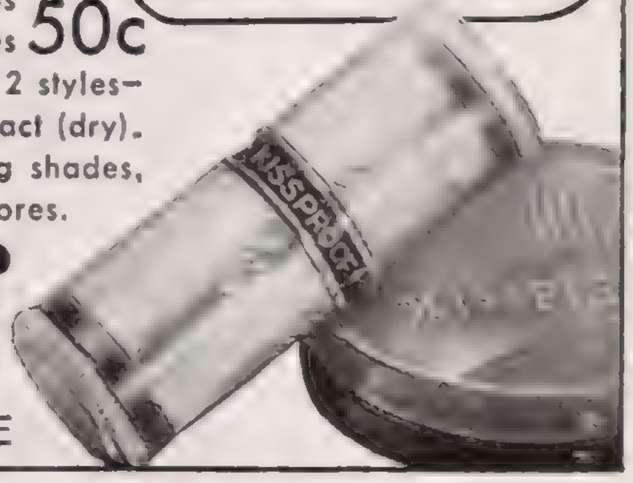


"I TOLD HER that I thought she would benefit by using a special lipstick praised by many stage and screen beauties. Later she phoned me . . ."



HELLO, MR. LUKAS! LAST NIGHT I MADE A BIG HIT IN THE STAR'S ROLE! AND I GIVE CREDIT FOR MY PERFORMANCE TO THE **KISSPROOF LIPSTICK** YOU TOLD ME ABOUT. ITS **BEAUTY-CREAM** BASE KEEPS MY LIPS SOFT AND SMOOTH..GAVE ME CONFIDENCE BY MAKING ME LOOK MY BEST!

Kissproof Lipstick in 5 luscious shades at drug and dept. stores 50c
Match it with Kissproof rouge, 2 styles—Lip and Cheek (creme) or Compact (dry). Kissproof Powder in 5 flattering shades. Generous trial sizes at all 10¢ stores.




**Kissproof**
*Indelible* LIPSTICK *and* ROUGE

SCENARIO BY PAUL LUKAS




*FROM HOLLYWOOD*
*...Sanitary Protection without pads, pins, belts*

From Hollywood, world style center, comes the modern method of sanitary protection! Holly-Pax affords *invisible* sanitary protection, banishing telltale pads and belts. A highly absorbent cotton tampon worn internally, Holly-Pax can't chafe and is so comfortable its presence is not felt. Because it absorbs internally, there is no possibility of odor. Its low cost of 25c for a complete month's supply makes it the most economical form of protection. Ask for Holly-Pax at department, drug and five and ten cent stores. Or send coupon for introductory package.




holly-Pax



THE WIX COMPANY M68
Minneapolis, Minnesota, or Hollywood, California
For the enclosed 10c (stamps or coin) send me regular size package of Holly-Pax under your special offer.
Name.... .....
Address.... .....
City..... .....State.....

*Try a*
**VEGETABLE LAXATIVE**
**What a Difference!**



IF you think all laxatives act alike . . . just try the ALL-VEGETABLE laxative, Nature's Remedy (NR Tablets) . . . so mild, thorough, refreshing and invigorating.

**Dependable relief** for sick headaches, bilious spells and that tired-out feeling, when caused by or associated with constipation.

**Without Risk** get a 25c box of NRs from any druggist. Use for one week; if you are not more than pleased, return the box and we will refund the purchase price. That's fair. Try it — NR Tonight — Tomorrow Alright.

Nature's Remedy
REG. U. S. PAT. OFFICE
NR-TABLETS-NR


# CHARACTERISTICS

*(Continued from page 65)*




Paula Winslow's a great one for "whodunit" stories. The more mysterious they are the better she likes them. She possesses a large library of crime stories.

Paula's most prominent characteristics are her beauty and success. You've heard her on *Big Town*, *Good News of 1938*, *Lux Radio Theatre* and many others.





ıe owns a tiny statuette of an Italian
onk, which brings her good luck.

ıula is quick to admit that she loves
›ker, much preferring it to bridge.




# Portrait of a Lovely Lady.....



*Boston debutante, lovely Nicole Goodlett, uses Marchand's Golden Hair Wash to keep her hair blonde and lustrous.*

# .....Who Stays Blonde with Marchand's

## 60% OF ALL WOMEN WERE BORN BLONDE!

### Don't Let Time Darken Your Hair

Hair like spun gold...highlights and sunny tints that mean youth and loveliness...as refreshing as Spring—all the result of Marchand's Golden Hair Wash. Try Marchand's today. Restore and brighten the natural radiant shade of your hair. A scientific preparation designed solely to lighten and beautify all shades of hair, Marchand's improves texture of the hair and will not interfere with permanents.

### A HINT TO FASTIDIOUS WOMEN

Make dark hair on arms and legs unnoticeable with Marchand's Golden Hair Wash. Marchand's lightens the color of superfluous hair...blending it to your natural skin tones. Simple . . . safe . . . odorless . . . no regrowth problems.

MARCHAND'S
GOLDEN HAIR WASH
AT ALL DRUG AND DEPARTMENT STORES

*It is hard to believe that*
Feminine Hygiene



*can be so dainty, easy and* Greaseless

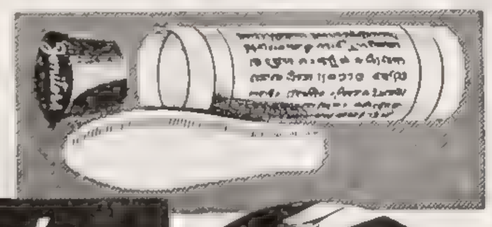
**BUT IT IS TRUE.** Zonitors, snow-white, antiseptic, *greaseless,* are not only easy to use but are *completely removable with water.* For that reason alone thousands of women now prefer them to messy, greasy suppositories. Entirely ready for use, requiring no mixing or clumsy apparatus. Odorless—and ideal for deodorizing. You'll find them superior for this purpose, too!

• More and more women are ending the nuisance of greasy suppositories, thanks to the exclusive new *greaseless* Zonitors, for *modern* feminine hygiene.

There is nothing like Zonitors for daintiness, easy application and easy removal. They contain no harmful drugs — no greasy base to melt or run. Zonitors make use of the world-famous Zonite antiseptic principle favored because of its antiseptic power combined with its freedom from "burn" danger to delicate tissues.

Full instructions in package. $1 for box of 12—at all U. S. and Canadian druggists. Free booklet in plain envelope on request. Write Zonitors, 3611, Chrysler Bldg. New York City.

*Each in individual glass vial.*



Zonitors FOR FEMININE HYGIENE *a Zonite Product*



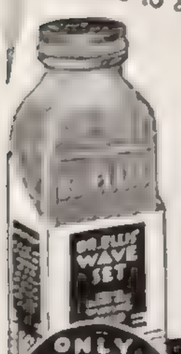
Curls AND LOTS OF THEM Say BEAUTY EXPERTS!



Use DR. ELLIS' WAVE SET to give yourself a smart spring hair-dress! Dr. Ellis gives you a lovely, lasting wave. It leaves your hair soft and beautiful. Dries quickly . . . never flakes. Sold everywhere—get a bottle today!

• *Beauty Hint!* Use Dr. Ellis' Brilliantine to add lustre to your hair!

Dr. Ellis Sales Co., Inc., 1125 Penn Avenue, Pittsburgh, Pa. (Canadian Office: Toronto, Ontario).



*Get a Beautiful Wave with—*

ONLY 10¢ HIGHER IN CANADA

DR. ELLIS' WAVE SET

AT ALL 5 & 10's AND DRUG STORES

# IT'S MY HUMBLE OPINION

(*Continued from page 15*)

**After this preview the picture will not be shown again for some time, since it is usually altered after the audience's reaction has been obtained.**

An *Opening* is the first night or the first showing of a film at a motion picture theatre when it begins its steady run there. That is to say, when it is booked for six days or more, following its first-night showing.

*A* Première *is a phenomenon that originated in Hollywoood and is typical of the movie capital. It is comparable to an opening, only on a very much more grandiose scale, with an attendant orgy of show-offs and showing off. It's a carnival of minks, sables, ermines, jewels, exotic and exotically expensive perfumes, flowers—all that lovely ladies' frail bodies can carry at one time. It is, to be more exact, an opportunity for the élite of filmdom to meet and collectively pan or praise the completed artistic effort of a great many artisans over a period of many weeks. It is, furthermore, a Roman Holiday for the townspeople, who stand or sit for hours on sidewalks outside the entrance of the theatre just to get a fleeting glimpse of their favorites in the film world.*

**To me, the building of bleachers and tiers of seats (not at all unlike those of a circus) outside the theatre's entrance is the height of nothing at all. It is this act on the part of the movie moguls which shows that they enjoy the adulation and cheers of massed humanity.**

**Were these audiences quiet and respectful and perhaps the least bit awed, the occasion might be a dignified and laudatory one. But as it is, with increasing years of viewing their favorites closer than people of any other town in the land, these crowds have come to be almost offensive. They make wisecracks and jibes and keep up a running fire of commentary about those who are entering or leaving.**

But the most sickening of the entire proceedings are the stupid microphonic mouthings and dolorous dribble that emanate from the mouths of the glamorous film stars themselves. One would think that some of the film tycoons, especially, would have been smart enough to memorize a sharp, effective speech which could easily have been written for them by any one of their publicity men.

*After listening in for a half hour to one première, I found myself so nauseated by the repetitious speeches that I was forced to dial out. It is amazing that the studios' publicity departments would permit their stars to show so plainly the inability of some of them to speak intelligently, over a coast-to-coast network, to millions of people who have come to believe, unconsciously, that they are the originators of the smart, intelligent things they say in their pictures. However, the successful quality of their films redeems them, I believe, and the hysterical fans listening in on such an evening can forgive even such rot, nauseating as it is.*

*A bouquet should be tossed to Norm Shearer, Douglas Fairbanks, Jr., a members of their party, who, when ask to speak into the microphone, were sma enough to decline graciously that dubio honor.*

**AND while we're still on the subject Hollywood, let me tell you about a ne invention that will probably have a fa reaching effect on the public, Hollywo and life in general.**

**It is called the "Cinematone" (Mod Number One), and I witnessed the fi demonstration of it at my favorite eati place. It is an apparatus about seven fe high, built in tiers of boxes. It featur a slot into which one inserts a dime, wher upon he may see and hear several momen of motion pictures.**

**The company expects to put out sever thousand of these machines in a fe months. Which prompts me to ask: Ju how will this affect the movie theat whose audience is already dwindling?**

THE world's worst song title—*Tu Dreams Got Together.*

*ARE you the type of person who, as i sits at home listening to a radio, think "Gosh, I'd like to be in this busines What a soft life! What fun!"? Becau if you are, give heed to what I have say about only one angle of a performe routine.*

**Unfortunate, indeed, is the perform who must rehearse and broadcast on th same day. Obviously, if one is require to rehearse for an hour—or perhaps tw or three—to secure the proper balan between the singer and the orchestra itsel it is unfair to the singer.**

**The voice, after all, is an extremely del cate pair of vocal chords and is only to ready to show signs of wear and tear an the resultant fatigue. Therefore, is it ar small wonder that such an individual find himself or herself in bad voice during th broadcast itself?**

Of course, the world demands *result* not *alibis,* but it is unfortunate that all to often the audience fails to know some t the story behind a poor performance. I amend that to "apparently poor" perform ance since it is in no wise the fault of th artist himself.

This is a problem in the elementals t showmanship. It is a difficult problem fo which there is, probably, no solution.

*After a bad night on the train—due pe haps to a bad road-bed, an incompeten engineer or unusual weather conditions— performer alights at, say, six or seve a.m. at the station of the town where h is to appear that evening. He is met b a brass band; the management for whom he is to perform; the management's pres agent, just bursting with weird ideas tha will involve the performer; and, mos likely, members of the press, half-asle and touchy. Anywhere from fifteen min utes to an hour may be consumed at th*

*tation, quite possibly in the bitter cold of norning. And in this quite probable bit-er cold, the performer may be called on to articipate in:*

*One. Any amount of crazy publicity tunts resulting from the weird ideas the forementioned press agent was bursting vith.*

*Two. Photos snapped in various poses alling for a big smile on the face of the erformer—a smile a trifle forced when e thinks of the ham and eggs he isn't ating.*

*All of which so that there may be ictures and stories in the evening papers -free publicity for the management who too apt to forget that he owes it to the erformer.*

**Then come the interviews themselves, ther at the station or at the subject's otel. Each paper seeks to secure its own special type of yarn. This demonstrates he fact that there will be as many inter-iews as there are papers. Interviews may onsume anywhere from five minutes to an our, or even longer, with more pictures n various domestic acts, such as shaving, ressing, eating.**

Then, if there is no rehearsal in the fternoon, the management is apt to have ther ideas to make the town aware of the erformer and his engagement at the ijou Theatre. These ideas may take the orm of a visit to a luncheon given by the otarians, Kiwanis, Lions or others. Or n appearance at a local department store here, for an hour or two, the performer permitted to autograph his records or books. Then, quite likely, a tour of the town, a trip to a hospital, a college, or some other outstanding institution of which the town is proud.

*While these things are perhaps conducive to a big gross at the box-office, the management* has never thought of their effect on the performer! *As a result he may step out onto the stage wearing a drawn, haggard face. His voice may be so tired, from the incessant activities forced on him, that it is all he can do to give a decent performance.*

**The many adoring young ladies who may have kept the hapless artist at the station, the store, the luncheon or the hospital for hundreds of autographs *are the first to express keen disappointment when the evening's performance is below par in quality and brilliance.***

**Too often, indeed, do we kill the goose that lays the golden egg!**

FOR the past several issues I have promised to tell you about our tour through the Hebrides of Northern California. I herewith keep that promise. A while back I recounted some of the hazards that face a traveling dance band, such as weather conditions, competition, and playing in localities where one's radio program cannot be picked up. Now let's see a little of the actual operation of a six-day tour we had booked following our three weeks at the Cocoanut Grove.

For this tour of the strategic cities of the West Coast we found it necessary to use two trucks to carry our instruments and sound equipment, and a big, submarine-like bus with sleeping quarters, a small kitchen, lavatories and an unbelievable amount of room and comfort. These three, together with my own personal car and another for my two secretaries, began the trip North.

*At Fresno, California, I ran across a gourmet's delight, the Omar Khayyam Restaurant, whose proprietor, George Mardikian, is a true artist, a genial host and a fine friend. He is a man who would rather cook for people than eat. He is the winner of more medals for unusual dishes than any other cook in the world, at least it would seem that way. Both Ripley and the late O. O. McIntyre have made pilgrimages to his shrine of gastronomic delights. It really was difficult to leave this lovely little town, nestling in the mountains where the summers are blistering, but the winters very delightful.*

**Perhaps the strangest sight encountered after Fresno was that California phenomenon I discussed at the beginning of this article, the arc-light première. But this time, instead of being the customary motion picture, show première or grocery-store opening, it was two rival gas stations. Situated on opposite corners, they displayed not only the usual assortment of arc lights, big stationary lights playing into the sky, but also huge bouquets of flowers. It was a most unusual sight—with the gasoline pumps taking the bows!**

The most significant thing, to me, about

(*Continued on page 80*)


COURSE I'M YOUNG BUT "MIDDLE-AGE" SKIN ALMOST GOT ME!

READ THIS GIRL'S STORY!



WHERE'S BILL THESE DAYS? HAVE YOU TWO HAD A SPAT?

NO, BUT HE HASN'T TELEPHONED. AND THE LAST TIME WE WERE OUT TOGETHER, HE DID NOTHING BUT RAVE ABOUT JANE, AND HER "SCHOOLGIRL COMPLEXION"!

WELL, MEN ADORE LOVELY COMPLEXIONS—AND YOURS IS SO DRY, LIFELESS, COARSE-LOOKING LATELY! REGULAR "MIDDLE-AGE" SKIN! MAYBE IT'S THAT SOAP YOU'RE USING... WHY NOT CHANGE TO **PALMOLIVE**?

WHY WOULD **PALMOLIVE** MAKE SUCH A DIFFERENCE?

BECAUSE PALMOLIVE IS MADE WITH **OLIVE OIL**...A SPECIAL BLEND OF OLIVE AND PALM OILS, NATURE'S FINEST BEAUTY AIDS! THAT'S WHY IT'S SO GOOD FOR DRY, LIFELESS SKIN. IT SOFTENS AND REFINES SKIN TEXTURE! CLEANSES SO THOROUGHLY, TOO... LEAVES COMPLEXIONS RADIANT!

I'LL CHANGE TO **PALMOLIVE** RIGHT AWAY!

BILL RAVES ABOUT MY COMPLEXION, NOW THAT I USE ONLY **PALMOLIVE**, THE SOAP MADE WITH **OLIVE OIL** TO KEEP SKIN SOFT, SMOOTH, YOUNG!

PALMOLIVE

Free A FULL SIZED RUTH ROGERS ROUGE OR LIPSTICK



WE'LL PROVE IT'S FOOLISH TO PAY MORE THAN 20c FOR ROUGE OR LIPSTICK

Because Ruth Rogers is sold only at F. W. Woolworth Co Stores, more of your money goes into beauty-giving ingredients, less into excessive selling costs. That is why smart women are saving as much as $20 a year by using Ruth Rogers Rouge, Lipstick and Related Beauty Aids. * These same women have found Ruth Rogers offers a new approach to beauty *at sensible prices*. Now Ruth Rogers makes this startling *free* offer to prove to you that quality need not be expensive.

20c MADE IN HOLLYWOOD — *Sold only at* F. W. WOOLWORTH STORES



HOLLYWOOD'S Ruth Rogers ENDORSED RELATED AIDS TO Loveliness

*Cleansing cream; tissue cream; face powder; skin lotion; astringent; liquid make-up.*

FREE

Ruth Rogers, Box 287, Hollywood, California
Here are two 3c stamps to cover mailing-handling. Send me a regular-sized RUTH ROGERS Rouge ☐ OR Lipstick ☐ My complexion is: Blond ☐ Brunette ☐ Auburn ☐ Dark ☐

Name_____

Address_____ State_____ MM6

City_____

*July Radio Stars*
WHAT IT FEELS LIKE TO BE A FATHER
Featuring Phil Baker

NEVER OFFEND!
BE "SURE" OF YOUR BREATH

Use "Sure" the amazing new breath purifier that helps in romance, social contacts, business. Removes offensive breath odors from onions, garlic, tobacco, cocktails, etc. Just use one drop on the tongue and your breath will be sweet. Also removes odors from hands. Fits purse or pocket—sold everywhere on money-back guarantee.



GET YOURS FREE. WRITE SURE LABORATORIES
Dept. M1-847 N. Wabash Ave., Chicago

THERE IS ONLY ONE Sure REG. U. S. PAT. OFF. BREATH PURIFIER



ONE DROP DOES THE TRICK! 10¢ WEEK'S SUPPLY

Sales Territories Still Open · Write at Once

# RADIO RAMBLINGS

(*Continued from page 29*)

Duck. This was four days after our story started.

*The little boy had been engaged for an appearance on another program,* We, the People, *just the day before.*

**The young man felt so bad, it's a pleasure to report, he finally was able to persuade little Donald Duck's parents to bring the boy to New York for *Radio Newsreel* and snub *We, the People.* It seemed a great triumph to the young man. But little Donald was frightened in the studio and made more trouble for the announcers than his interview was worth. The young man who had hunted little Donald down was warned to be more careful about the type of children he chose in the future.**

DURING the new Monday evening Lou Holtz program with Richard Himber's orchestra, Lou stands watchfully to keep applause from breaking out in the middle of the band numbers. Dick Himber always was on the violent side in his conducting, but lately he has taken to dancing to the tunes as he leads his musicians.

In spite of being on the portly side, Dick's dances get into such frenzied steps, the studio audience admires and starts applauding. Lou or an announcer shushes that because it's bewildering to an audience at home to have applause break out in the middle of any band number except one of Benny Goodman's.

*TELEVISION still is around more corners than seven cross-eyed men in a row could navigate, but its second cousin, "Facsimile," has suddenly leaped into prominence. Some of the regular broadcasting stations have been experimenting with it after their program hours.*

**In case you have not been paying enough attention to catch the difference between television and facsimile, here it is:**

**Television is reproduced on a set which shows motion pictures on the end of a small tube or on a screen in the living-room. The facsimile set prints, one letter or corner at a time, a news story or picture on a roll. It's something like ticker tape. The idea is to turn on your set when you go to bed and have a newspaper printed by the time you get up.**

**Like television, its drawback is financial. Aside from the original cost of the set, the addition to the electric bill would be nearly enough to finance messenger boys bringing several copies of the morning paper to the door.**

**Men may be around selling stock. Be careful about that.**

AL PEARCE'S chin, at first glance, seems to be the smallest in radio. It isn't. He has the queerest shaped face I, for one, ever saw—large, genial cheeks that suddenly end and turn at right angles into a chin dwarfed by comparison. He is an expansive smiler. The cheeks spread out much broader than usual and the chin shrinks into almost nothing.

Al himself is amused by the idea of anyone having such a queer physiognomy. Th face is not unattractive—very likable, o the contrary. He hooted away that ide one night when I suggested it and ha been hooting ever since.

*IF it's not too late when you run acros these lines, switch your radio some Thurs day at 9:30 p.m. (EDST) to the Blu network of the National Broadcastin Company. (The Blue is the one withou Vallee and Crosby). The program i* America's Town Meeting of the Ai *which has made a wild, uproarious sessio out of a debate every week.*

*The secret is in the last fifteen minute when the audience asks questions an heckles the speakers. The debate is hel in a large hall, but a question from wa back in the balcony can be picked up. Th microphone has a large reflector behind i The reflector is focused or aimed at th man in the back seat and the effect is sim lar to speaking into the mike at close rang*

*The topics of these debates are usuall political and economic, but always highl controversial. So are the speakers. Th audience in that last quarter hour is th real show, though. No matter what you views, you will either get into a lather o anger or feel your heart warming at th idea of such topics being yelled over th radio. You'll probably alternate for week in lather and warmth.*

**ABOUT the time Lent ended, I caugh that good Catholic, Fred Allen, leanin back after a meal with all restrictions of**

**"It must be a pleasure," he sighed, "t be a tape worm on a night like this."**

TALKING pictures, as you may remen ber, were a sort of by-product of radi coming when electrical engineers had reall gotten down to monkeying with lou speakers. The great radio market wa yapping for them a decade ago when talkin pictures were just getting under way.

*There's another by-product now, whic as a new father, I am investigating. Ou company has a microphone to be set u alongside the baby's bed. If the baby crie you hear it over a loud speaker in th living-room.*

*I haven't gone into this part of thoroughly—but an engineer friend tells m you might just as well hook it right int your regular radio set. That way, yo wouldn't forget to turn on the loud speake*

*After baby grows up, the mike could sti be handy in an unobtrusive corner of th bedroom where the girls go into to prett up just before dinner. That is, of cours if your wife doesn't catch you.*

**The last part of this idea is somethin Nelson Eddy once tried. Eddy just bough the whole thing for that, though—no bab alarms involved.**

JUST a year ago, Fredda Gibson wa out on tour singing her hot and catch rhythms in small towns. She had made couple of recordings and that was her close approach to big-time showing. The record ings went so-so generally, except for on

ght when a man from a music publishing use brought them around to convince ck Himber this new song was a good e for the Himber orchestra.

*Dick doesn't remember whether he used song or not, but he remembers how he lled: "Who's that singer?"*
*He had a program she just fitted into, ce he had signed her to a contract. She heard with a lot of orchestras on large tworks now, mainly with George Olsen's an NBC network Friday nights.*

**The funny part of it is, Himber still ves about that Gibson girl, but on his n program this spring the sponsor oked another girl, Kay Thompson.**

MANY of the singers radio has con-buted to movies have turned out to be ry bad actors and were responsible for me bad pictures. By way of reversing joke, perhaps, the movies have taken me other singers, already rejected by dio, and dumped them right back into dio's lap as high salaried stars. Two amples this season are Nelson Eddy and orothy Lamour.

*Eddy had not been rejected altogether radio before his trip to Hollywood ce years ago, but he was working as e of radio's minor singers. His bari-ne voice was called "promising" now and n and that was about the size of his nding. Operetta movies suddenly isked him into prominence as an agree-ly handsome singer of light melodies. ck to radio he came to consider large ers from gentlemen who might scarcely have admitted him to the office to discuss a job just a year before. The crowning paradox of Eddy's story is that now he dislikes the type of admirer who regards him as a romantic figure. He is a singer, he insists, and demands recognition for the voice that radio once refused to take very seriously.*

**Dorothy Lamour was on the verge of being stamped a radio failure when movies came along. *NBC* had conducted a publicity campaign and kept her on the air in a program of her own for several months. No sponsor was interested. Then, after her movie success, she joined the Charlie McCarthy Sunday evening program at a salary much larger than *NBC* had asked, even when they were most optimistic about her prospects.**

EDDIE CANTOR is the only comedian who still indulges in violent antics for the studio audience. As fashions changed, he has moderated his manner and no longer wears costumes, but he still rolls his pop eyes and occasionally jumps right off the floor into the arms of announcer or stooge. Parkyakarkus still takes an occasional punch at Al Jolson and Jolson punches back as they exchange their jokes.

All the other comedians who used to leap around microphones during broadcasts have either disappeared from radio or decided to conduct themselves quietly in the studio. Ed Wynn, who used to stamp around the studio, has gone back to the stage. Milton Berle found no radio program this year and went into pictures. Ken Murray was a much quieter young man after he arrived on *Hollywood Hotel*.

Most of the comedians nowadays play primarily to the microphone and leave applause signals to an announcer or program director.

*BENNY GOODMAN is beset with the troubles that go with making important personalities out of individual members of his band. The members of his swing quartet and swing trio are being approached by Broadway promoters with advice to "Quit Goodman and get out into the big money with a band of your own." Gene Krupa, the drummer, was first to go. A contract bound him to Goodman for another year, but Benny waived that and set Krupa free. Starting a new band is always a hazardous undertaking, involving heavy preliminary expense and possibility of operating at a loss for a few months while the band is in its experimental stages. And there is no assurance that the band will become popular, even though a popular and competent figure such as Krupa presides.*

*Nevertheless, the possibility of huge profits makes musicians restless. Goodman is worried about holding his band together.*

**GEORGE JESSEL'S nasal singing never did sound well on radio, but this year, apparently unaware of his defects, he has chosen to set it off in its worst light. In his Sunday afternoon Mutual network program, he sings with a group of typically slick-throated radio singers. He usually goes a little flat about half way through a chorus. The effect often becomes grotesque.**

(*Continued on page 81*)




*ALWAYS GRAND FOR Flaky SKIN*

# Now—with the active "*Skin-Vitamin*" it NOURISHES Skin, too



*Miss Camilla Morgan*

"Pond's 'skin-vitamin' Vanishing Cream is good news. A powder base that actually nourishes skin is almost too good to be true."

'LORIOUS days in the out-of-doors!— Are you wondering what you can do that *flaky skin?*

This year you are doubly fortunate! nd's Vanishing Cream, always so grand flaky skin, is now a nourishing cream, . It contains the active "skin-vitamin" ich aids in keeping skin beautiful.

This new Pond's "skin-vitamin" Vanish-Cream is never drying! . . . It simply es not come out on your skin in a "goo"! s a triumph of modern science—a true rishing cream—yet nothing greasy or vy about it. Pond's Vanishing Cream is t and delicate in texture!

Put it on always before you powder. Again after coming in from outdoors. And of course for overnight after cleansing.

*Same jars, same labels, same price*

Now every jar of Pond's Vanishing Cream you buy contains this new cream with "skin-vitamin" in it. You will find it in the same jars, with the same labels, at the same price.

**Tune in on "THOSE WE LOVE," Pond's Program, Mondays, 8:30 P.M., N. Y. Time, N.B.C.**

*SEND FOR THE NEW CREAM!*

**TEST IT IN 9 TREATMENTS**

Pond's, Dept.9RS-VT, Clinton, Conn. Rush special tube of Pond's new "skin-vitamin" Vanishing Cream, enough for 9 treatments, with samples of 2 other Pond's "skin-vitamin" Creams and 5 different shades of Pond's Face Powder. I enclose 10¢ to cover postage and packing.

Name_____

Street_____

City_____ State_____

Copyright, 1938, Pond's Extract Company




No more scrubbing toilets. No more smelly disinfectants. You don't even touch the bowl with your hands. Sani-Flush is made scientifically to clean toilets.

Just dash a little in the bowl. (Follow directions on the can.) Flush the toilet and that's all there is to it! Stains and spots vanish. Odors are banished. Germs are killed. The hidden trap that no amount of scrubbing can reach is purified. The bowl glistens like new. Sani-Flush can't injure plumbing connections. It is also effective for cleaning automobile radiators (directions on can). Sold by grocery, drug, hardware, and five-and-ten-cent stores. 25c and 10c sizes. The Hygienic Products Co., Canton, Ohio.




Sani-Flush

CLEANS TOILET BOWLS WITHOUT SCOURING

LUCKY NAME PLATE FOR CANARY CAGE FREE




Handsome Good Luck Charm, in colors. Lettered with your Canary's name. Fastens easily on side of cage. Simply mail box top from French's Bird Seed or French's Bird Gravel and Canary's name to:

R.T. French Co., 2281 Mustard St., Rochester, N.Y.



How To Shampoo Blonde Hair to Keep It Golden and Lustrous

Blonde hair requires special care if you would preserve its lovely golden beauty. Even the most attractive light hair will fade or darken with age. To keep your hair charming and alluring, wash it with New Blondex, the amazing blonde hair Shampoo and Special Rinse. Costs but a few pennies to use and is absolutely safe. Used regularly, it keeps hair lighter, lovelier, gleaming with fascinating lustre, glorious highlights. Get New Blondex today. New combination package—shampoo with separate rinse—sold at all stores


# THE BANDWAGON

(*Continued from page 37*)

into the opening of the cylinders. A microphone is inserted beneath the heavy cloth which covers the tubes and the strings, and picks up the sound as it bounces off the piano sound-board. The results are eerie, unique sounds the like of which have ne'er been heard before.

*That's one of the chief Kostelanetz assets: He knows more about taking advantage of the tricks of radio than any other conductor.*

**Andre gets a great kick out of his realistic and unusual musical effects. But he enjoys himself even more when he describes his $155,000 string section with its Maginni, Stradivarius, four Gaglianos and a Guadagnini, and boasts that one of the best effects he ever had was that of the ten cent store whistle which sounded a perfect B above high C.**

### ANDRE KOSTELANETZ' FIVE FAVORITE BANDS

1. *Guy Lombardo*
2. *Paul Whiteman*
3. *Hal Kemp*
4. *Raymond Paige*
5. *Benny Goodman*

## NO RUNS, NO ERRORS—ONE HIT

One thing that helped Larry Clinton get the public recognition he deserves was his nutty swing composition, *Dipsy Doodle.* With the smell of baseball in the air, the story of how he came to write that tune deserves telling:

Last fall, Larry, a rabid baseball fan, journeyed out to the New York Polo Grounds to watch his favorite ball club, the Giants, and his favorite pitcher, Carl Hubbell, fight it out in a World Series game with the Yankees. Carl was in great form until the third inning, when the Yankees proceeded to knock him out of the box. Maestro Clinton was very upset about the boos and cat-calls that greeted Hubbell's withdrawal from the pitching mound. He wanted to express his own admiration for Hubbell and decided to write a tune about it.

He thought and thought and thought—and finally got an idea. Hubbell is famous for throwing a ball which, when it breaks at the home plate, does exactly the reverse of what the batter expects it to do. The baseball trade called this Carl Hubbell's "Dipsy Doodle Ball."

So Larry Clinton wrote a tune called the *Dipsy Doodle.* As a concession to Tin Pan Alley, he changed the mood from baseball to love. But he retained the idea of everything coming out in reverse—which helped make it a hit. And that's a story true—me help so.

## DON'T GET ME WRONG—I LOVE RADIO

*Lewis "Red" Evans is famous among musicians as the best swing ocarina player in New York. He's been heard on the* Saturday Night Swing Session *and on a few guest appearances. Everyone agrees that some program should snap him up. Most think he would be a "natural" on Benny Goodman's Tuesday* Swing Scho*. But none of these Evans enthusiasts know that Red has been on the Goodman show almost a dozen times. No, you didn't hear him play the ocarina. It seems that Red is from the South, and he is the voice of the Southern planter you hear during commercials!*

*Who said Hollywood is screwy?*

## PERSONAL: BOB CROSBY

**Dear Bob:**

**Just a few minutes ago I heard your l brother sing *In the Shade of the N Apple Tree.* By luck, I have a copy your recording of the same number. J for fun, as soon as Bing finished, I listen to your version.**

**Please don't think I'm taking too gr a liberty, but I hate to see you not taki full advantage of your voice. Bing tops as a pop singer. But you could r him a darned close race—and there plenty of room for another Bing. As is now, you're using your voice just any average band vocalist might. Yo vocal equipment is swell. But in comp ing the two Crosby renditions, I do think you are giving yourself the breal I know how carefully you are steeri away from any charge of imitating Bin but there's nobody to blame but Mr. a Mrs. Crosby, Senior. And if all the stori I hear about Bing are true, he'll be there rooting for you all the way.**

**Again, pardon my presumption—a good luck.**

**Sincerely,**

## FOLLOW-UP TO FATE

A couple of months ago the *Bandwag* tried to show you what an odd thing fa was when it told about the coincidence th found Rudy Vallee and Barry Wood si ting side by side as they played sax for t Yale University Band.

But, apparently, the all-seeing *Ban wagon* knew only half of it. For, als playing the saxophones in that same grou were Peter Arno, the now famous ca toonist, and Art Shaw, one of the be saxophone-clarinet men in the professio

## 'TAIN'T FAIR

*You'll remember when* The Music Goe 'Round *was the scourge of the natio After it faded into the beyond, Farley an Riley, its composers, dissolved their part nership and Mike Riley formed his ow band. Recently he wrote another tun called* oooOH! BOOM! *and hoped to riva the 'round and 'round success.*

*He took the song to a publisher, wh grabbed it eagerly and accepted the on condition that Riley imposed: It would no be given to another band to play for month. Mike was convinced that he ha a smash hit and he hoped to achieve a na tional name for his orchestra by becomin associated with it. But he had to wait*

*month to get a network line for his band. He knew if a name radio orchestra began playing it during that time, he'd lose his chance.*

*So Mike sat tight and waited. Meanwhile, though, Benny Goodman heard about the tune. He learned the name of the publisher and requested the song. Despite the agreement with Riley, who is the publisher, who can refuse King Goodman? So Benny got* oooOH! BOOM!, *put it on the air and is credited by most listeners with introducing it. And now, Mike Riley is afraid to play his own song on the air because he knows nine people out of ten will say: "He's just like all the rest of the Goodman imitators."*

## NAME IT AND YOU CAN HAVE IT

**Those genii who name Pullman cars and shades of feminine hosiery have new rivals —the bandleaders. Feeling that they must give the listener something to remember them by, the maestri have gone to a lot of trouble thinking up titles.**

**One of the first was Shep Fields and his *Rippling Rhythm*. Now you have such melodious phrases as: Jerry Blaine's *Streamlined Rhythm;* Bert Block's *Bell Music;* Blue Barron's *Music of Yesterday and Today;* George Olsen's *Music of Tomorrow;* and Frank Dailey's *Stop and Go Music.***

**But leave it to Horace Heidt to add the final touch. It was originally H. Heidt's *Sweet Swing*. He thought too many other bands were swinging sweetly. So his new slogan is *Sweeter Swing*.**

**Gilding the lily or something?**

## HISTORY MAKING

Newest girl singer to undergo a network build-up is Doris Rhodes, *CBS'* latest singing "find." Up to this point, Doris has never exhibited symptoms of mike-fright, but the studio moguls are keeping a weather eye on her, for Miss Rhodes has a record.

A few years ago, she was singing at Hollywood's ultra Colony Club. Mervyn LeRoy, noted Warner Brothers producer, heard and signed her for the feminine lead in Golddiggers of 1937. On the appointed day, Doris appeared, made-up, stepped out on the set, took one look at the cameras—and fled. History has it that she's the first girl to run away from the Klieg lights.

## FOREIGN DEPT.

*Most Americans yen to visit the isle of Bermuda. Once you get there, the Belmont-Manor Hotel is one of the best dance spots. But recently, the hotel band's first saxophonist broke his leg. An important affair was scheduled for that evening and a substitute could not be found.*

*All looked black until the crack* Bermuda Clipper *flew into town from the U. S. A. Jimmy Walker, co-pilot of the plane, stopped by at the hotel, heard about the disaster and promised to take care of it.*

*For the next two nights, until the* Clipper *flew back, the Belmont-Manor had a very fine substitute tooting the gobble-pipe. Seems that Pilot Walker is an ex-saxophonist of renown.*

## ON THE TOP

**On May 5th, Emil Coleman, familiarly known as Society's Bandleader, begins an engagement at Manhattan's swanky Hotel Pierre. Coleman is to play on the roof—New York's tallest roof-garden. Most of the musicians, who are thinking of the hot New York summers and are envious of Coleman's good fortune, don't know one thing. Emil is cursed by a very annoying phobia: He cannot, under any conditions, look out of tall buildings.**

## CLAIM TO FAME

Leith Stevens is now one of Columbia's better known conductors because he's the lad who holds the baton over the *Saturday Night Swing Session.* But Leith, truth to tell, was originally hired because he was a fine classical musician.

Here is the background which prepared him for his present Saturday evening chores: Piano scholarship at the Horner Institute of Music; piano recitals to pay expenses; accompanist for the late Madame Schumann-Heink; winner of a fellowship at the famed Juilliard School of Music; and conductor of the Chicago Grand Opera Company. (Note to jitter-bugs: Keep your eye on this Toscanini cat.)

## THE FEMININE TOUCH

*Although it's been Phil Spitalny who has glorified the all-American girl musician, several other leaders include a little feminine influence of their own. Meredith Willson, for example, has forgotten the rule-book and has Margit Hegidus as his concert-mistress. He also has a woman violinist and cellist.*

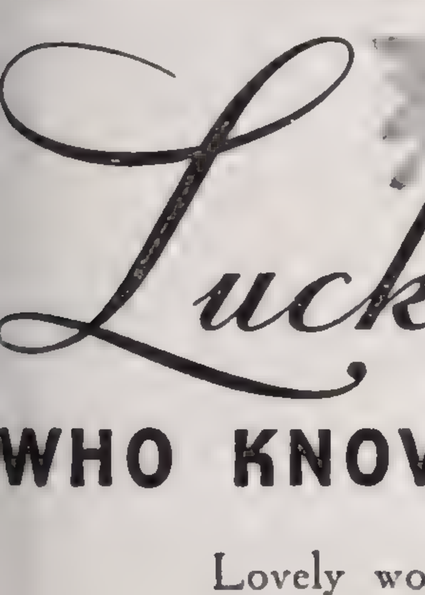
*Felix Mills, conductor of the* Mickey

(*Continued on page 79*)


*Lucky the Bride*

WHO KNOWS THIS CHARM SECRET

Lovely women are like flowers — and flower perfumes are the very essence of feminine appeal. The girl who wins her man — and keeps him! — knows the lure of these odeurs. Park & Tilford presents "Lilac," the breath of fragrant spring; and "Cherish," a new floral odeur as spicy as a coquette's glance. Let blossom-time surround you — always!




Delightful, delicate, lingering — sweet "Lilac" and spicy "Cherish" are now at all ten-cent stores in smart tuckaway sizes . . . . . 10c






Lilac AND Cherish PERFUMES

PARK & TILFORD

FINE PERFUMES FOR HALF A CENTURY



ANY ONE CAN PUT IN

TALON

SLIDE FASTENERS

One, two, three...they're in! Any one can do it by following the *simplified* instructions that come with every Talon Slide Fastener you buy in a chain store. Foolproof, flexible, they launder perfectly and make the smartest, smoothest closings for your own and your children's new spring clothes. Wonderful for modernizing last year's dresses, too!

TALON

REG. U. S. PAT. OFF., TALON, INC.

SLIDE FASTENERS

*As little as 15c—at*

F. W. Woolworth Co — The W. T. Grant Co.
S. S. Kresge — H. L. Green & Co.
J. J. Newberry — The McLellan Stores
McCrory Stores Corp. — G. C. Murphy Co.
S. H. Kress & Co. — Scott Burr Co.
and other variety chain stores.

*Also*—Sears, Roebuck & Company
Montgomery, Ward & Company



Sensational FREE Offer

SEND COUPON FOR 3 LIPSTICKS AND 2 FLAME-GLO ROUGE COMPACTS



It's our treat! Let us send you 3 full trial sizes of the famous FLAME-GLO Triple Indelible Lipsticks FREE . . . each in a different fascinating shade, so you can discover the color most becoming to you. To introduce our newest achievement, we will also send you two new shades of Flame-Glo Dry Rouge Compacts, each complete with its own puff. You'll like the creamy smooth texture that gives a natural, youthful glow to your cheeks . . . that stays on because it clings! Just send 10c in stamps to cover mailing costs. For beauty's sake, send Coupon TODAY!

Flame-Glo
TRIPLE INDELIBLE

REJUVIA BEAUTY LABS.
DEPT JM116 W. 14th ST., N. Y. C.
Send me 3 trial size FLAME GLO Lipsticks and 2 FLAME-GLO Rouge Compacts; enclosed find 10c Stamps or Coin for mailing costs. 15c in Canada

NAME _____
ADDRESS _____

10c, 20c and 25c AT LEADING 5 & 10¢ STORES


# STRAIGHT FROM THE COLD SHOULDER

(*Continued from page 21*)

his own. He can be comic (Jolson appearance—*Hollywood Hotel* appearance), entertaining (an Arch Oboler skit *Lo, The Poor Indian!*) and heavily dramatic (the *NBC* Shakespearean series). What more could anyone ask for? . . . Ben Grauer would be in the movies now if he were taller. As a boy he lived near Paramount's Astoria, N. Y., studios and worked there often. Older, he found he wasn't quite tall enough. Radio's gain. . . . Jean Ellington, *NBC* singer, always takes her shoes off when she broadcasts, regardless of whether there are two or two hundred in the studio. She's superstitious.

—•—

*THIS department, a while back, reported that on the* Energine Newsreel *show, announcer Jack Costello, Parks Johnson and Wally Butterworth mentioned the word* Energine *thirty-two times and spelled it twice. A check-up on a later show notes mention of the product name exactly forty-one times in thirty minutes!*

—•—

***THE Magic Key* program is proof of *NBC's* showmanship, as, week in and week out, it holds up nicely.**

**It's also smart enough to anticipate entertainment trends for the reported 24,500,000 receiving sets in this country. It wisely took on, for example, Linton Wells, able newspaper writer and author of *Blood On The Moon*, as a roving reporter, thus creating something new under the sun and over the air. Wells, who is a crack interviewer, sounds, incidentally, exactly like Charlie Butterworth.**

—•—

Frank Black handles his symphony orchestra as it should be handled, with equal emphasis on jazz and the classics. Ben Grauer and Milton J. Cross (he has a good singing voice) are more than adequate at their announcing jobs, and the *RCA* plugs aren't too awful.

—•—

*But all is not perfection even here, in what is a network's own idea of a radio show—for instance, Charles Kullmann, engaged to sing on it recently. Regardless of his well-known operatic ability, Kullmann can't sing a light number as a light number, but must strain and bellow as he attacks the notes—"attacks" literally. Isn't it possible for these opera people to sing easily? They make it all sound so difficult.*

—•—

**Then, too, the skit department isn't always as successful as it was in the case of a fluffy sketch written by Patricia Collinge for Margalo Gillmore and Richard Whorf. This particular effort was a happy compromise between no less than William Shakespeare and Noel Coward, and the treatment accorded it by the Coward-ish, "r"-rolling actors was delicately satirical.**

**Rather less worth-while efforts were two Irish playlets performed on two occasions by the comic-singing Miss Sara Allgood and Whitford Kane. In them both Miss Allgood seemed to be meeting her lines for the first time and the pieces didn't hang together at all well. Her previous radio appearance on another show in a well-seasoned, stage-learned Abbey playlet, was a contrast by its smooth performance.**

—•—

EDGAR BERGEN, the live one of the pair, looks like a dummy because his face is, by training, blank and expressionless. But Charlie—they say "B.McC." now (Before McCarthy)—has an animated turnip of a face that suggests a very-much-alive brat!

—•—

*SOMETIMES it would seem as though the networks' Special Events departments go slightly wacky in their efforts to find something new. Their routine coverage of floods and presidential doings is both competent and interesting, so it follows that their personnel must be composed of men with grown-up minds. But when* NBC's *Abe Schecter dishes up something like singing mice! . . .*

—•—

**Then there's his recent Egyptian effort. Mr. Schecter took conveyance to Egypt, where a duly-impressed government provided him with a car in which to meet the Sphinx and to cast an eye over the Pyramids. Schecter may have done a lot of brooding over the past, but the resultant show, the first broadcast from the interior of a Pyramid, was remarkably flat and commonplace.**

**We were allowed to hear Egyptians singing at their work, but what the singing meant wasn't explained. A young scientist, with a painfully Harvard accent, said things of no interest. And at no time did a workman turn up a find as he plied shovel and pick. This could have been pre-arranged with little injury to truth and considerable bolstering to dramatic values. The broadcast itself, from the Pyramid's interior, did prove one tremendously important thing: Now we know that there's an echo inside the Pyramid!**

## THE WOMEN OF THE MONTH IN RADIO

The following were exceptionally:

GOOD. Radie Harris—A newspaper girl who knows Hollywood and how to make it talk—as witness her recent interview with character actress Elizabeth Patterson. *IVOR* could do something about the muffled fanfare which introduced the program. It was almost comic, and Miss Harris deserves better than that.

—•—

*BAD. Ida Bailey Allen—and she could be so good! Instead, she ties her stuff up with so much continuous advertising that a nice, homey quality about her comes over as an over-commercialized commercial.*

—•—

**GOOD. Lisa Sergio—*NBC* woman announcer with a pleasing voice and, therefore, an exception.**

—•—

GOOD-BAD. Martha Raye—good when she sings, bad when she wisecracks with professor Jolson.

—•—

*THERE'S an old adage to the effect that if you want to find out what's really what, you'll not only ask the general, but also the high private in the rear ranks. This applies*

*o questions about radio music: Don't ask Toscanini, ask a "house man."*

**A *house man* is a musician who is ssigned to certain sustaining and com-ercial shows as a regular daily job, but ho must also stand ready to play anything om Brahms to Stuff Smith on putting-ut-cigarette notice—and to play it well. hey know what's going on, too.**

*NBC* house men are as apt as not to tell ou that: "CBS does it better than we do. ver there they rehearse a half-hour sus-ining show for two hours. Here at *NBC* e rehearse the same length show for teen minutes and talk over the numbers e don't have time to run through. Main ouble with *NBC* is that it's too big, it's p-heavy."

*Or again they're apt to be worrying about BC: "They don't pay our vice-presidents ough. They get an average of $10,000 a ar, and that isn't a great inducement to llege-trained, theatre-and-music experi-ced men."*

**They have opinions too—sometimes ex-essed in a breezy musician's jargon corny" or "from Dixie" for "old-fash-ned" and "E Flat" for "bad")—such as: Bob Crosby has the best band on the air. ark Warnow (*CBS*) is 'good-aroo.' Al oodman gets a lot of work because he orks cheaply. Toscanini is a great con-uctor but it's going some when he walks t of rehearsal because a man knocked a nd over accidentally." These are quotes not my opinions.**

They're so bound up in their work that their wives complain that their table talk is confined to music and radio. And after dinner, instead of playing cribbage, they sit around listening in. They have been able to make some $150 a week *up*, but a new union ruling, likely to go into effect, will cut that down to a maximum $100 a week —and that a five-day one. They won't starve.

THE Columbia Workshop, *a pioneering group which specializes in good air plays, surpassed itself when it put on a piece called* Night Patrol, *by Stuart Hawkins. In it,* CBS *broke away from air-drama precedent and dispensed entirely with musical accompaniment (which often clogs up action), substituting the recurring footsteps of Patrolman O'Hare, the play's central figure.*

*The repetitious footsteps lent an eerie quality and did much to aid in making* Night Patrol *a well-acted, well-written, well-produced drama of New York's East Side, comparable to the stage and screen's* Dead End.

*Praise should also be accorded the* Workshop *for* The Ghost Of Benjamin Sweet, *said ghost being the nicest ghost in months.*

**ONE of radio's biggest headaches is its quest for good comedians. It's a truism that it isn't difficult to make people cry but hard as all get-out to make them laugh. Recently two new ones appeared on the air and their presence cast a glow of satisfaction to both right and left.**

**These two, Lew Lehr and Robert Benchley, brought something new to radio sets. They're both original, clever fellows, and while Benchley is more subtle than Lehr, Lehr has a command of dialect that compensates. If they can keep them on the air we may be able to laugh again.**

On the other hand, there are Ken Murray and Oswald, members of the old school of comic versus stooge.

Making allowances for their unhappy proximity to Louella O. Parsons, they still fall short of a passing mark—not because of *how* they say lines but because of *what* they say. They *can* deliver good material.

Consider this example. Oswald asks: "What would you do if a girl refused to kiss you on the lips?" Murray answers: "I can take it on the chin!" You've seen it in those dime joke books.

Or listen to this one. Oswald claims that blue blood runs through his veins. Murray quips right back: "Your Father must have had a transfusion!"

Catch the Messrs. Benchley and Lehr touching stuff like that with a ten-foot pole!

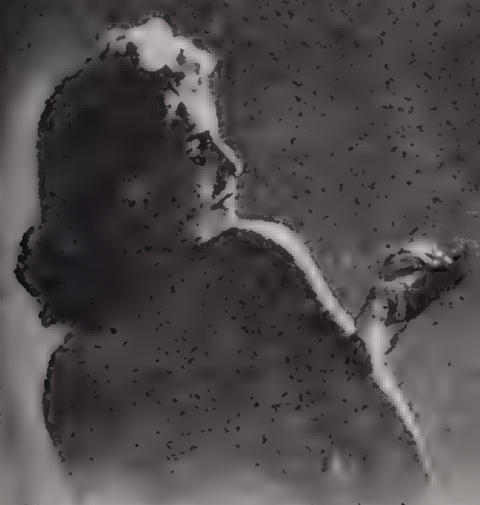
## BIOGRAPHY IN BRIEF

*BILL STERN,* NBC *sports announcer, is different from Ted Husing in at least one respect.*

*Stern doesn't make you aware of a rich and melodious voice. Husing does. Husing is painfully c-l-e-a-r, Stern is no less clear, but you aren't conscious of it. You are more aware of its message, which is fair enough. Stern is also less well-known than Husing—as yet.*

(*Continued on page 78*)


# Make the "UNDIES" TEST



It is amazing proof that MAVIS guards your daintiness




Tomorrow morning, shower your body with Mavis Talcum. It's the easy, quick, *delightful* way to guard against giving offense — and you can prove it by making the undies test at night.

When you undress, examine your undies carefully. You'll find them dainty and sweet! Think what this means to your peace of mind — the freshness of your undies *proves* that all day long you've been safe from giving offense.

And think how the daily Mavis habit will save you laundry work! No longer need you wash out your undies every night. Instead — by using Mavis Talcum every morning — you can keep your undies immaculate for an extra day, at least.

Mavis Talcum has a special protective quality — it prevents excess perspiration and thus, guards your daintiness. Get protective Mavis Talcum today — at all drug, toilet goods and 10¢ counters. Generous quantities — 10¢, 25¢, 50¢, $1. V. VIVAUDOU, INC.

MAVIS
TALCUM



**WILL YOU HAVE CURLS** in the morning? Yes, if they are set with Nestle Superset! This wave-lotion keeps your hair beautifully curled and perfectly in place for days.



**ALL SET TO GO PLACES,** with your hair always well-groomed. You can depend on Superset, the long-lasting, quick-drying wave-set that is never sticky or flaky.

Superset is the superior wave-set lotion that smart women prefer. It moulds the hair in smooth waves and curls; dries in record time; leaves the hair soft and clean. There is no greasy or flaky deposit. Superset waves last longer, too -- your hair is always at its best.

Choose either kind of Superset -- the regular (green) or the new No. 2 (transparent and extra fast-drying). Get the large bottle with the comb-dip neck at all 10-cent stores . . 10c

*Tested and approved by Good Housekeeping Bureau*

Nestle SUPERSET WAVING LOTION

HOTCHA! I GET THE BABY POWDER THAT'S ANTISEPTIC



MENNEN BORATED POWDER *Antiseptic*

Recommended by more doctors than any other baby powder


# WEST COAST CHATTER

## BY LOIS SVENSRUD









THAT terrific publicity build-up of a "Double or Nothing" romance between the Stroud twins and the Brewster twins took a beating when Mrs. Claude Stroud appeared on the scene. As a matter of fact, she's been quietly living in town for some time, and she and Claude have been married these past nine years. Rumors followed that Mrs. Stroud was starting divorce proceedings, but we saw them dining and dancing the other evening and apparently perfectly happy about everything.

Beryl Cameron, *NBC* torch singer, was born in Honolulu. Her programs come from San Francisco.

—•—

*HOWEVER, there's still truth in the fact that Clarence thinks the Brewster gals are tops. He's been deluging Gloria with flowers every day since that tonsillitis attack and never misses taking out Barbara.*

—•—

Irene Rich broadcasts her Sunday dramas from Hollywood, the city that made her a star.

*HOLLYWOOD HOTEL* was thrown into a dither the other day when Alice Faye failed to show up for rehearsals. Frances Langford quickly had to learn the Faye songs and Lorene Tuttle was rushed into her dramatic rôle. Failing to show up is a trick that Alice has never pulled before, so they knew there must be a very good reason back of it. There was—Alice had just been rushed from the set to the hospital. Seems she had been existing on a lamb chop and a lettuce leaf for several days in order to trim down the torso. She's back at work now and

The Janet Gaynor-Tyrone Power duo still has gossips guessing. They're always together.



Madge Evans, bandleader Ozzie Nelson, Cora Sue Collins and Harriet Hilliard rehearse for a *Bakers' Broadcast.*

**being a good girl, taking on all the required vitamins.**

WE wouldn't be a bit surprised to hear Dorothy Lamour purring, instead of singing, into the mike these days. For she's about the happiest gal in town now that Herbie's set for that Cocoanut Grove engagement. It was all arranged by Dorothy, you know, even to inveigling Edgar Bergen and Charlie McCarthy into appearing at the same time in order to give the management a sure-fire set-up.

*THE cast of the Sunday coffee show is looking forward to a gay time the end of this month. For that new house of the Herbie Kays should be ready for a house-warming. It's really a dream house, Dorothy having longed for a French Colonial home all her life. She's doing the*

*(Continued on page 88)*

One of airdom's most popular guests, Barbara Stanwyck, and comedian Jack Benny converse before a broadcast.






"GRAND FLAVOR, YES?"

"YES, AND GOOD FOR YOUR TEETH, TOO."



CHEW WITH A PURPOSE

ORALGENE is a firmer, "chewier" gum. Gives teeth needed exercise. Contains milk of magnesia (dehydrated). Helps to mouth-freshness.

*In the modern package*




*Each piece individually wrapped*

ORALGENE

*a delicious new* BEECH-NUT *product*

If you feel one of your radio favorites is being neglected, don't hesitate to write in and give us the name.

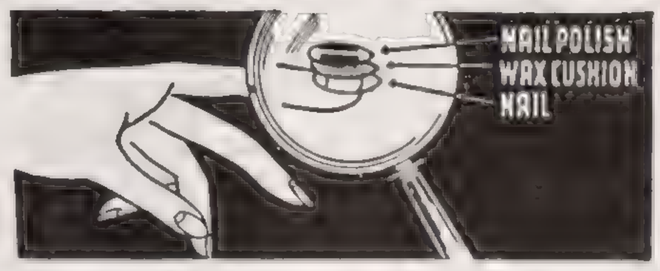
**RADIO STARS**

**149 Madison Avenue, New York City**

# DO YOUR NAILS SPLIT?

*PUT A*

## WAX CUSHION ON YOUR NAILS




**• STOP Polish from Splitting and Drying Your Nails**

Are your nails a serious problem? Do they break and split? Do they look shabby and neglected? Then you'll welcome this amazing new toiletry that is revolutionizing the manicure. Not a polish. Not an oil.

**Sav-A-Nail Forms Protective Cushion *between* Nails *and* Polish**

It goes on easily and quickly, completely covering the sensitive nail surface and shielding it from harsh polishes. You'll be thrilled with the results, the first time you use Sav-A-Nail.

**Polish Looks Smarter**

Smooth protective base actually accentuates polish —brightens its color—adds to its fascinating sheen and brilliance. One trial will prove Sav-A-Nail is the one thing you need to make every manicure a success. Endorsed by leading beauty salons.

**1-Minute *Treatment* Encourages Nail growth *for lovely,* long Nails**

Smart manicures demand long nails. Protect your nails with Sav-A-Nail. Give them a chance to grow. Simply brush on Sav-A-Nail—dries instantly. Then apply polish.

**End *your* Nail Troubles Today**

Get your bottle of Sav-A-Nail today, at the toilet goods counter of all 5-10 cent stores. If not sold in your town send 10c to Natone, 826 S. Flower, Los Angeles, California. **10c**

**A Real Dollar Value *for a* Dime**

# SAV-A-NAIL

# DO AS ACTRESSES DO

## TO KEEP SKIN CLEAN

***"One of the first beauty tricks I learned as a professional actress was Albolene Solid for cleansing."*—VIRGINIA COPELAND.**



Why do so many actresses use Albolene Solid? Because they know it is a special kind of cleansing cream. Extra pure. Extra efficient... because it was *originally made for hospitals.*

Made of delicate oils, Albolene penetrates as deep as dirt can. Loosens even heavy stage make-up amazingly fast. Leaves pores clear as a baby's. Your skin feels gloriously refreshed—silky and soft.

**HOSPITAL PROVED.** Remember—this is the *same* Albolene Solid that has actually been used in leading hospitals for over 20 years! Jar, 50¢. Professional pound tin, only $1.




**ALBOLENE**
**SOLID**
**CLEANSING CREAM**


If you don't agree with William Vallee's *Straight From the Cold Shoulder* department, write us!


**Sensational FREE Offer**

SEND COUPON FOR 3 LIPSTICKS AND 2 FLAME-GLO ROUGE COMPACTS



It's our treat! Let us send you 3 full trial sizes of the famous REJUVIA Lipsticks "None Better Made" **FREE**...each in a different fascinating shade, so you can discover the color most becoming to you. To introduce our newest achievement, we will also send you two new shades of Flame-Glo Dry Rouge Compacts, each complete with its own puff. You'll like the creamy smooth texture that gives a natural, youthful glow to your cheeks...that stays on because it clings! Just send 10c in stamps to cover mailing costs. For beauty's sake, send Coupon TODAY!

**REJUVIA LIPSTICK**

REJUVIA BEAUTY LABS.
DEPT RM116 W. 14th ST., N. Y. C.
Send me 3 trial size REJUVIA Lipsticks and 2 FLAME-GLO Rouge Compacts; enclosed find 10c (Stamps or Coin) for mailing costs. (15c in Canada).

NAME_____

ADDRESS_____

ONLY 10¢ AT LEADING 5 & 10¢ STORES


(Continued from page 75)

*Of Stern, the man, this much is known. He was born in Rochester, N. Y., in 1907, and grew up to be a man, use a razor and graduate from Pennsylvania Military Academy. He made three letters there, football, baseball and polo. This didn't deter him from getting a band together, after finishing school, to tour Europe. The tour failed because the producer stuck six blondes in the act and that took the music off the boys' minds. Hollywood couldn't see him when he tried to get work there so, as a result, he took a roundabout "Z" series of radio jobs in six cities. When he found that he wasn't getting anywhere in radio he gave it up as a bad job.*

*Turning now to the stage, this versatile fellow began as assistant stage manager for the Roxy Theatre in New York, then manager and ended up as stage director for both the big Music Hall and Center Theatre just about to open in Radio City. This until about 1935 when he finally got a chance to do a sports broadcast with Graham McNamee. This was satisfactory to all and sundry, so when McNamee deserted sports to devote more time to the big commercials, Bill became an official member of* NBC, *entitled to report the best athletic events.*

*He is five feet ten, has dark eyes and hair and a quiet, competent manner that makes you like him on sight. He is Stern but he isn't stern. Because he played the saxophone on that European-blonde trip he fancies himself an expert on the subject of swing—which he is. He practices his sports talks lying in a bathtub, but puts them on in the regular way. Likes to drive a car fast and because others do, too, spent six months in a hospital. Six months spent mostly trying to figure out an improved supercharger that would permit more speed. He's married and she's not in show business. They're happy.*

*If you haven't tasted Stern, try him spread generously between two slices of his Sunday* Sport Scraps. *Very tasty.*

**SOMETHING definitely should be done about the song-credit business. The announcer says: "The song, *Will You Love Me In September As You Did in Skowhegan?* was from the picture, *Charlie Kindled Romance In Her Hearth!* All of which wastes time and patience.**

Naturally we know that it is a means of gaining publicity for a picture or show, but it's hard to take after the forty-one *Energine* credits. Suppose *every* number played on the air had to be identified? However, the height of something occurred when an announcer said: "The song you have just heard was from the *Music Box Revue of 1922.*" Just what good is it going to do *that* show?

*NOTE from the Stroud department. One reader, a Mr. Joseph Obert, writes in to say that he likes them.*

**HOW the little crystal set has grown!**

**It's a far cry from the days when we right-on-our-toes people had radio sets which we tuned into the middle of a squeal to get *KDKA* so we could boast about it next day—to now when Chancellor Hitler delays his appearance at a political meeting to stay by his radio listening to another chancellor speak. "Who'd a thunk it?"**


**BABY FEET RUINED by OUTGROWN SHOES**

*It's true Mother!*



X-Ray of baby foot in new inexpensive Wee Walker shoe contrasted with foot in a still good, but outgrown shoe.

Millions of baby feet are RUINED because *mother lets baby wear outgrown shoes.* Short, tight, outgrown shoes, no matter what you paid, will twist and warp the soft, delicate bones forever out of shape.

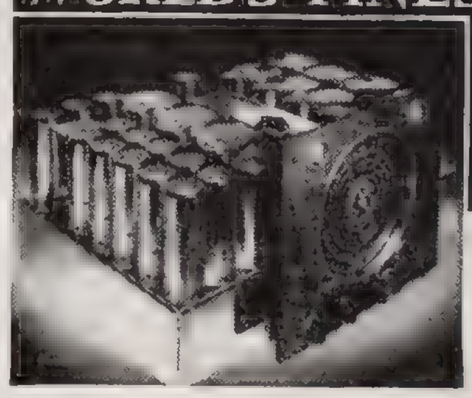
Wee Walker shoes are so inexpensive you can afford to *change to new ones often.* They have every feature baby needs. They are correctly proportioned, full-sized, roomy shoes that give real barefoot freedom. They are good-looking, flexible, soft. Distributed at low cost through *nation-wide stores maintaining a low profit policy.* The stores listed have or will gladly order the size and style you want. See them—compare them—in the infants' wear department. For baby's sake accept no substitute.

ACCEPTED by PARENTS MAGAZINE

W. T. Grant Co. S. S. Kresge Co. J. J. Newberry Co.
H. L. Green Co., Inc. (F & W Grand Stores,
Isaac Silver and Bros., Metropolitan Chain Stores, Inc.)
G. R. Kinney Co., Inc. Sears, Roebuck Charles Stores
Schulte-United Stores Lincoln Stores, Inc.




**WORLD'S FINEST RADIO**






Custom Built BY HAND in Laboratories (not a factory) for performance and tone impossible with mass-produced radios. Gives results obtained with laboratory equipment costing thousands of dollars. This famous instrument, owned by Kings, Princes, Presidents, and hundreds whose names you would recognize at once, costs little more than ordinary high-grade radios. NOT SOLD THRU STORES. Write for details TODAY!

E. H. SCOTT RADIO LABORATORIES, INC.
4438 Ravenswood Ave. Dept. 6K8 Chicago, Ill.



# WAKE UP YOUR LIVER BILE...

## Without Calomel—And You'll Jump Out of Bed in the Morning Rarin' to Go

The liver should pour out two pounds of liquid bile into your bowels daily. If this bile is not flowing freely, your food doesn't digest. It just decays in the bowels. Gas bloats up your stomach. You get constipated. Your whole system is poisoned and you feel sour, sunk and the world looks punk.

A mere bowel movement doesn't get at the cause. It takes those good, old Carter's Little Liver Pills to get these two pounds of bile flowing freely and make you feel "up and up." Harmless, gentle, yet amazing in making bile flow freely. Ask for Carter's Little Liver Pills by name. 25c at all drug stores. Stubbornly refuse anything else.

## FRANK PICKS THE WINNER!



It was hard to decide, but Frank chose Betty O'Brien as victor.

(*Continued from page 73*)

Mouse *show, has two members of the fair sex working for him; one on the harp, the other on the violin.*

*But the one woman always among fifty or more men is Verlyle Mills. She is harpist for most of the big New York orchestras. She usually has a volunteer chaperon with her, though. He is Bill Heart. He happens to play sax in most of the bands in which Verlyle works. He also happens to be her husband.*

### HOW IT STARTED

When you see Shirley Temple's *Rebecca of Sunnybrook Farm,* you hear a very interesting song. It as called *Toy Trumpet* and it was written by Raymond Scott.

*Toy Trumpet* is considered one of the best of the Scott compositions. It was written in December, 1936, when Scott and the members of his Quintet were working for *CBS* in an early morning novelty orchestra. The six men remained in the studio after the program one morning. Ray began to play around on the piano, Dave Wade came in on the trumpet and, first thing they knew, they had a song.

During the composing period, some porters strolled in to clean up. They were the first outsiders to hear the song. They all liked it very much and told Ray they thought he had a hit there.

### MAIL BOX

*Adam F.:* There are two "best" saxophonoists in the music business. Calloway's Chu Berry, with Goodman's Bud Freeman running a close second, is generally considered top tenor sax man. Jimmy Dorsey is hailed as king of the alto sax.

The Tommy Dorsey Three Esquires are Jack Leonard, Allen Storr and Earl Hagen.

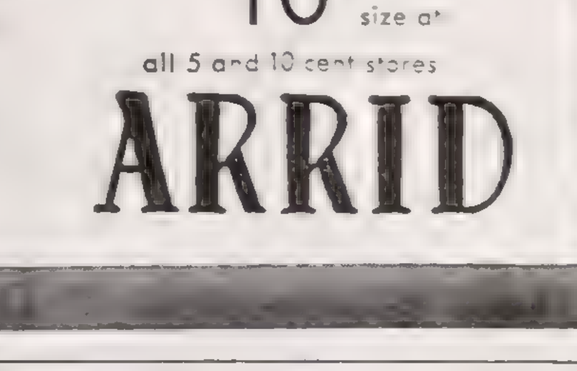
Marie Pfaar: *Rumor has it that Fred Waring will be back on the air in the fall. However, his radio plans are still a little indefinite.*

*Michael Allen:* No, Victor Arden's *Musical Moments* is not on a network. But Arden's program is heard on more stations than most of the networks combined. His transcribed series goes to 365 stations.


NEW . . . a CREAM DEODORANT
*which safely*
STOPS *under-arm* PERSPIRATION

Arrid is the ONLY deodorant to stop perspiration with all these five advantages:—

1. Does not harm dresses, does not irritate skin.
2. No waiting to dry. Can be used right after shaving.
3. Instantly stops perspiration for 1 to 3 days—removes odor from perspiration, keeps armpits dry.
4. A pure, white, greaseless stainless vanishing cream.
5. Arrid is the ONLY deodorant to stop perspiration which has been awarded the Textile Seal of Approval of The American Institute of Laundering for being HARMLESS TO FABRIC.






39¢ a jar
At drug and dept. stores

10¢ size at
all 5 and 10 cent stores

ARRID




Gives a "new shoe" finish because it cleans as it whitens . . . whitens whiter and will not rub off. Absolutely neutral . . . safe and easy to apply.

NEW TIPS TO BEAUTY

★FACIAL REFRESHMENT



Take a Twin Sisters Cleansing Pad from its slim compact and enjoy the grandest "minute facial" you ever had! Best of all, you can have one anytime, any place!... especially after shopping, or sports; at the office or dance! Each pad is saturated with a special lotion non-drying to the skin. Leaves face cleansed, refreshed, soft and toned for new make-up. 15 Pads 10c. Refills of 60 Pads, 25c.

Twin Sisters CLEANSING PADS



★BEAUTIFUL FINGER NAILS



So easy...so simple...to remove nail polish! Just dab ten nails with one Twin Sisters Remov-O-Pad and off comes enamel, slick and quick! Lubricates nail and cuticle to prevent peeling or cracking. Daintily perfumed; non-drying. Convenient—nothing to spill or waste. Try them once and you'll never go back to the old way. 15 Pads 10c.

Twin Sisters REMOV-O-PADS

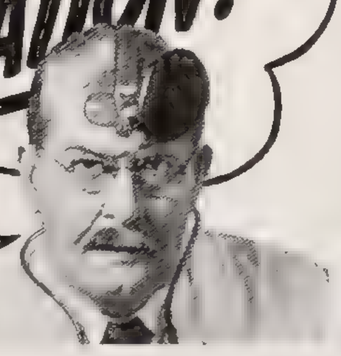


Removes Nail Polish

AT MOST 5c AND 10c STORES

*If unobtainable, send direct. (Add 5c to each item for postage and packing.) Clark-Millner Co., 666 St. Clair St., Dept. 50-F Chicago. Sent only in U.S.A.*

DON'T PUNISH YOUR STOMACH TO RELIEVE YOUR CONSTIPATION!



IF you're "blue," no pep, out of sorts due to constipation, don't risk making matters worse. Win back normal energy and pep the way millions of others do — with FEEN-A-MINT, the delicious chewing gum laxative! It gives you *all three* of these great benefits:

1. NO STOMACH UPSET — With FEEN-A-MINT you don't swallow a heavy, bulky dose; there's nothing to burden digestion.
2. CHEWING AIDS DIGESTION—The chewing stimulates the flow of the same natural alkaline fluids that help food digest.
3. ACTS WHERE YOU NEED IT — FEEN-A-MINT's tasteless laxative ingredient does not interfere with stomach action but passes to the intestine and does its work where it *should*—easily, pleasantly, comfortably.

You'll bless FEEN-A-MINT's gentle, thorough, dependable results. FEEN-A-MINT is marvelous for children too. They love the taste. Won't gripe, nauseate, or disturb sleep. Get a package today at your druggists, or write for generous FREE trial package. Dept. 68, FEEN-A-MINT, Newark, N. J.

NO OTHER TYPE OF LAXATIVE CAN DO EXACTLY WHAT FEEN-A-MINT DOES

*(Continued from page 69)*

the entire tour was the feeling of being in another world, isolated almost completely from one's place in the hurly-burly life of the East.

I enjoyed the simplicity of atmosphere and a feeling of being in a place far removed from the life I have known for the past ten years.

From Fresno, north, we might—as far as temperature and architecture were concerned—have been playing Massachusetts, Connecticut, or Rhode Island. Yet from Fresno down, it was unquestionably tropical. I believe we made many friends for ourselves on this tour and it most certainly is something I shall look forward to doing again some time soon.

We were indeed fortunate not to have been caught by the tremendous floods that swept over Southern California. If we had been, I'm afraid our happy ending might have been an entirely different one!

*IT never fails—that those with the least participation in a radio program (or any other effort, for that matter) seem to make more mistakes and give the most trouble. In one of our recent broadcasts, a small boy of ten, who had exactly three words to say in a dramatic sketch, persisted in dropping a heavy card, on which those three words were lettered, several times throughout the broadcast. And to add insult to stupidity, he gave vent, for no reason, to a sudden shout during the most tender part of one of the finest perorations on Lincoln I have ever heard.*

**All of which reminds me of the story told by musicians of the cymbal player who was brought from the East to the Middle West for a symphony engagement, because this particular symphony called for the cymbals at one spot and this particular cymbal player had a way with the cymbals. There were many preparations and goings-on in connection with shipping this man Westward. Money was allotted for his train ticket, board and lodging and the usual union fee for the engagement. The man arrived at the hall, stood rigidly at attention all through the symphony until the moment came when he was to clash the cymbals together and make the evening a musical success—only he *didn't*. He was either thinking of something else or so anxious that he was too bound-up to respond. At any rate he missed his cue. This story is supposed to be true!**

ON Monday, March the twenty-first, I vacated the beautiful abode I leased while working on *Golddiggers in Paris*. It might interest some of you to know that the previous tenants were Mr. George Arliss and Mr. Edgar Rice Burroughs. So perhaps you can see why my dreams have been troubled. Perhaps my subconscious mind has heard the echoes of such British expressions as, "my word" and "by jove!" Or perhaps the calls of *Tarzan* echoing throughout the long nights. . . .

NEXT month's *tête-à-tête* will come from the East. Or perhaps from glorious, sun-kissed Miami, where I intend to repair a constitution somewhat worn-out after eight steady weeks before the cameras and those bright, glaring studio lights.

So long. . . .

what a blessing they don't show in your hair

DELONG BOB PINS

Guaranteed by GOOD HOUSEKEEPING

36 CURVED SHAPED TO THE HEAD

Guaranteed by GOOD HOUSEKEEPING As advertised therein

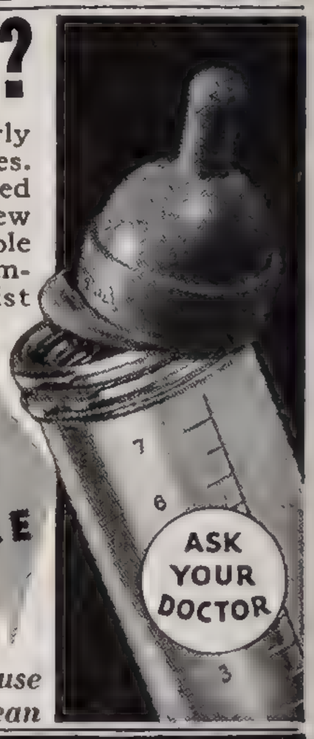
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For glamorous lips, use Hollywood Mask Lipstick! Choice of 5 heavenly shades. Match with Hollywood Mask Rouge, for thrilling cheek glow; and Hollywood Mask Powder, velvet-soft and clinging. A make-up ensemble that re-creates YOU! At 5 and 10c counters.

The movie star method! Make-up Chart keyed to your coloring FREE with 10c purchase. Or send 10c stating shade of hair, eyes and item desired. Hollywood Mask, 105 W. Monroe, Chicago.

EXPECTANT?

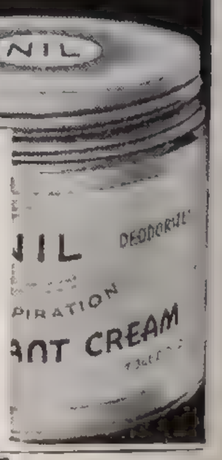
Consult your doctor regularly before and after baby comes. Ask him about easily cleaned Hygeia Nipples and Bottles. New patented ridge prevents nipple collapse. Tab keeps nipple germ-free. Don't take chances. Insist on Hygeia, the *safe* nursing bottle and nipple.




HYGEIA NURSING BOTTLE AND NIPPLE

SAFEST *because easiest to clean*

NIL ENDS UGLY ODOR OF PERSPIRATION




Instantly checks perspiration odors 1 to 3 days. Smooth on NIL—dries instantly—won't rub off—non-greasy. Perspiration acids can't harm your clothes when you use NIL—because NIL neutralizes these acids. NIL can be used after shaving, or on sanitary napkins—won't irritate . . . Today—get the generous 1 oz. jar of NIL 10c—at leading 10c stores.

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AT ALL DRUGGISTS 35c • 60c • $1.00



*Easy to Beautify Skin with*

**MERCOLIZED *Wax* CREAM**

Make your skin young looking. Flake off the stale, surface skin. Reveal the clear, beautiful underskin by using Mercolized Wax Cream regularly. Give your skin the combined benefits of cleansing, clearing, softening, smoothing and beautifying in every application of this single cream. Mercolized Wax Cream brings out the hidden beauty of the skin.

**Use Saxolite Astringent Daily**

THIS tingling, antiseptic astringent is delightfully refreshing and helpful. Dissolve Saxolite in one-half pint witch hazel and apply.

**Try Phelactine Depilatory**

For quickly removing superfluous hair from face.

*Sold at cosmetic counters everywhere.*

*Cleans* FALSE TEETH

**RET** *Clean!*

RET works like magic - soaks teeth pure and clean - no brushing. Get RET today! At all drug and ten cent stores - or send 10c for liberal sample.



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**Good For Kidney and Bladder Weakness**

LOOK AND FEEL YOUNGER



ALL over America men and women who want to cleanse kidneys of waste matter and irritating acids and poisons and lead a longer, healthier, happier life are turning to GOLD MEDAL Haarlem Oil Capsules.

So now you know the way to help bring about more healthy kidney activity and stop getting up often at night. Other symptoms are backache, irritated bladder—difficult or smarting passage—puffiness under eyes—nervousness and shifting pains.

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SUFFERERS FROM **PSORIASIS**

"SCALY SKIN TROUBLE"

MAKE THE ONE **SPOT TEST**

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Prove it yourself no matter how long you have suffered or what you have tried. Beautiful book on Psoriasis and Dermoil with amazing, true photographic proof of results also FREE.

Don't mistake eczema for the stubborn, ugly, embarrassing scaly skin disease Psoriasis. Apply non-staining Dermoil. Thousands do. Grateful users, often after years of suffering, report the scales have gone, the red patches gradually disappeared and they enjoyed the thrill of a clear skin again. Dermoil is backed by a positive agreement to give definite benefit in 2 weeks or money is refunded without question. Generous trial bottle sent FREE to those who send in their Druggist's name and address. Make our famous "One Spot Test" yourself. Write today for your test bottle. PRINT NAME PLAINLY. Results may surprise you. Don't delay. Sold by Walgreen Drug Stores.

SEND FOR GENEROUS TRIAL SIZE FREE

Lake Laboratories, Box 6, Northwestern Station, Dept. 606, Detroit, Mich.


(*Continued from page 71*)

Odd that this otherwise ingratiating comedian should have been allowed to persist in his radio vocal ambitions all these years. An old friend of Jessel's, in charge of a program where the comedian was making a guest star appearance, made a remark that might help to explain.

As Jessel started singing in rehearsal, significant glances were exchanged in the control room.

"I know it's terrible," the old friend protested, "but he's such a nice guy and does such nice things, I'd go out and jump in the river before I'd say a word to him about it. Let him sing!"

THE Lombardo League of Kenosha, Wisconsin, begins a denunciatory letter: "So you fail to understand how Carmen Lombardo retains his popularity as a singer? That is just where you differ from *millions.*"

I hope the Lombardo League will not be mad at Guy and Carmen, too, but they don't have a very good opinion of Carmen's voice either. Guy says: "Carmen can't sing a lick," and Carmen agrees. His other tasks with the band keep him busy, and for years he has wanted to quit his job as soloist. Whenever he does, however, so many protests roll in, he gets back to his vocalizing again.

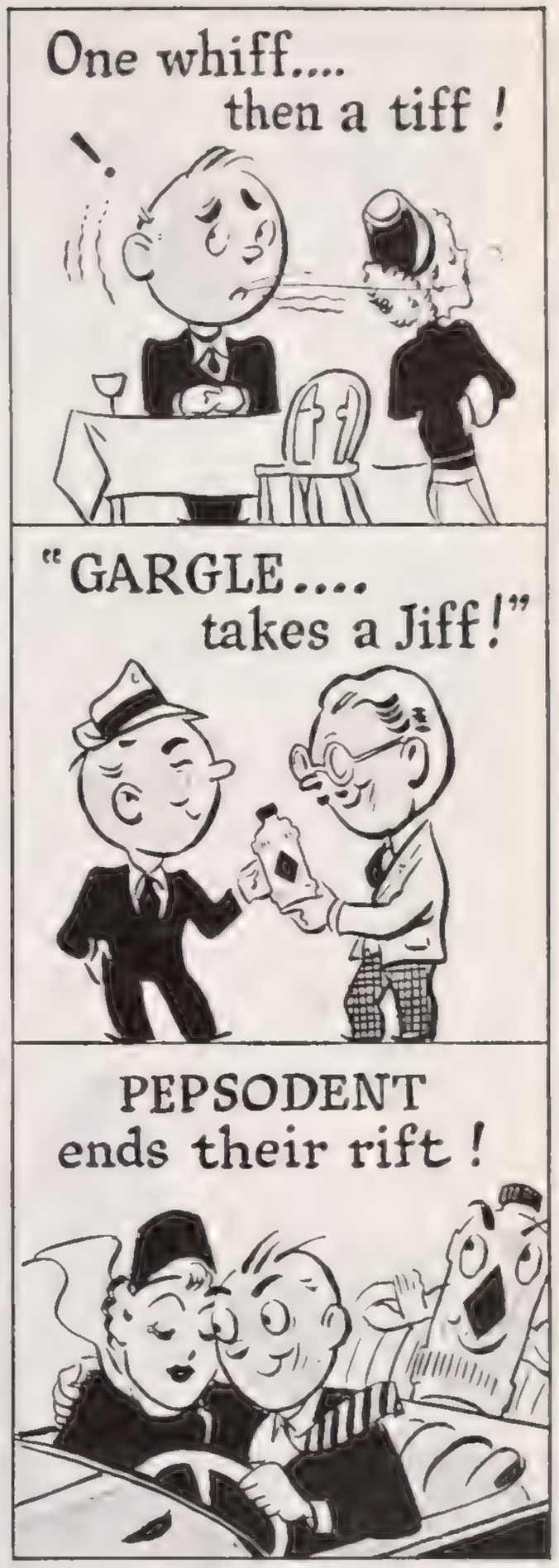
Another paragraph in the Lombardo League letter seems to give a good reason. "One *knows,*" the letter says, "he is everything his voice implies, friendly, charming, generous to a fault and sincere in his every word." His voice does have an honesty of sentiment that gives something of that impression.

Incidentally, this Lombardo League is one of the most remarkable of fan clubs. It has its own publication, a little paper that prints nothing but news of the Lombardos, their records, stage appearances, broadcasts and personal notes.

*RADIO'S swing crews have become a gang of copycats, particularly the singers. As soon as one of them makes a success with a song out of the regular popular music routine, all the others hasten to sing the same song. A girl in a New York night club, Maxine Sullivan, made a success with swing versions of* Loch Lomond *and* Annie Laurie. *Immediately every one of the swing bands grabbed her idea. They didn't even bother to find other songs. They stuck to those two.*

*Connie Boswell had an amusing swing idea in her treatment of the aria,* M'Appari, *from the grand opera,* Martha. *That might have been expected to start a vogue for swinging a lot of familiar grand opera selections. Not at all. The swingsters just sing that same one and try to copy Connie. So far, the idea has not turned out well in this particular case.* M'Appari *happens to be an aria that requires a pretty good voice and range to set it off well, even in a swing version. Not many of radio's singers can copy Connie in those two respects.*

**DON'T MISS NEXT MONTH'S RADIO RAMBLINGS ARTHUR MASON UNCOVERS A STARTLING STORY ABOUT RADIO CITY**

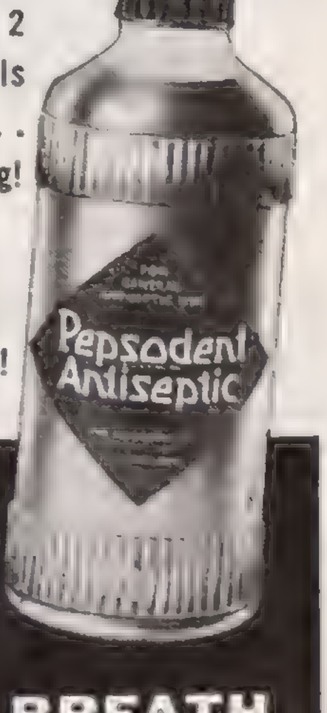




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**1 BOTTLE PEPSODENT ANTISEPTIC EQUALS 3 BOTTLES OF ORDINARY KINDS**

Even when diluted with 2 parts water, still kills germs in seconds . . . Lasts 3 times as long!

MAKES YOUR MONEY GO 3 TIMES AS FAR!




**PEPSODENT ANTISEPTIC** *keeps your* **MOUTH and BREATH SWEETER HOURS LONGER**

When emotions are stirred *you perspire!*

Work and play, and summer weather aren't the only things that make you perspire. When you cry or get angry or excited, especially in those intimate moments that mean so much, perspiration becomes more active.

Beauty, charm, personality—all the feminine attributes that win a man's affection—can be completely marred by under-arm odor.

Careful women use DEW — the modern deodorant. Stops perspiration and keeps the under-arm dry regardless of what you do. Be as gay and active as you please without thought of perspiration odor. Be confident of your daintiness.

Use DEW to guard frocks from ugly perspiration stains.

DEW is mild in action, kind to the skin.

Enjoy the assurance that DEW gives. Get a bottle today.

INSTANT *dew*

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Stops Perspiration







● Bestow the utmost care on your hands, with the help of HENCO Beauty Aids . . . Never be without a HENCO Nail File (in sheath) for your purse or pocket . . . and have a HENCO triple-cut Professional File on your dressing-table. Their daily use becomes a pleasant habit.

TRADE HENCO MARK

THE HENKEL-CLAUSS CO., FREMONT, OHIO

*Fine Cutlery for 50 Years*

Ask for HENCO Tweezers and Nail Files (10c) . . . Manicure Scissors (20c) . . . at drug and 5 & 10c stores.

# THE RADIO HOSTESS

(*Continued from page 11*)

the comfort of his own home to visit you in yours."

The next step, he said, is making the guest comfortable in *your* house. But without fussing over him, for folks hate to think that they are putting you to a lot of trouble. It is one thing, you know, to make someone feel like an honored guest by providing the best you have in the line of food, service and entertainment, but you don't want to give the impression that you've exhausted and bankrupted yourself doing it!

"Don't overlook the fact, either," counsels Mr. Carnegie, "that people are interested in themselves morning, noon and night—and after dinner. Particularly after dinner when there is a mellow, friendly feeling that promotes conversation and encourages confidences. So tell your readers that the hostess who is not prepared to be interested in what the guest has to say is bound to be a failure, however good her cooking!"

"As for the food and refreshment part of it," he went on, "by all means let's keep them simple. I've never yet been able to figure out why women think men want foods that are all tricked out with sauces and whipped cream. So, cross off your list immediately all of the sort of concoctions which make a man wonder what it is, or what's in it—with a sneaking suspicion that he isn't going to like it anyway! No fancy desserts if the guest of honor is a man; that's the height of folly. But give him a good custard pie, for instance. Or an old fashioned chocolate cake, rich and yellow looking without doodads, fuss or fangles about it. Start off the meal with corned beef and cabbage or stew, or if that's too plebeian for you, how about my favorite, fried chicken; with cream gravy? Serve waffles with the chicken, or hashed browned potatoes; but serve it by all means, instead of putting before a man some creamed concoction in a patty shell. Remember that it's not what you yourself like but what your guest likes that should concern you most when entertaining. If you don't know his tastes beforehand you'll do all right by following these suggestions. For it's the good old standbys, cooked simply, seasoned sensibly and served hot, *home style,* that make a hit with the opposite sex, unless I'm quite mistaken."

"Well, Mr. Carnegie, I agree with you," was my immediate reply. So the next step, of course, was to get good recipes for these dishes (given on page 52). As I told you, they were provided by Hilda who, in the eleven years she has been Mr. Carnegie's housekeeper, has learned to prepare the foods he likes exactly as he likes them. Incidentally, I suspect that that is pretty much the same way that they were prepared in his boyhood days on the farm. Custard Pie and Chocolate Cake . . . like Mother used to make. This is the sort of food to serve to men. If you don't believe me and you won't take Mr. Carnegie's word for it, just serve one of these treats the next time




YOU simply *can't* wear a *hard-base* powder and escape criticism in this day of beautiful women. A *hard-base* powder is bound to show up chalky in one light—dusky in another . . . because *hard-base* powders are made that way.

Lovely Lady Face Powder is winning new friends by thousands, because it contains BALMITE, an exquisite new SOFT-BASE—blends out to harmonize with all these daily variations in light—never looks chalky or muddy in any light.

The one powder for important occasions—when you must *know* that you're just gloriously beautiful!

Try it!—today. Choose your favorite shade. See how evenly and smoothly Lovely Lady goes on—how silky-soft it feels to your skin—and really, how much *longer* it banishes trouble-some shine. You'll adore it! At any 10c store—take this coupon with you.

FREE OF EXTRA COST

Lovely Lady, Chicago, Ill.

Take this coupon to any 10c store for 4 color convertible Spill-proof Compact absolutely FREE with purchase of 10c or 20c box of new Lovely Lady Face Powder. If out, ask store manager—he can get yours for you.



500 TRICKS

FREE Magic CATALOG

Mystify and Entertain! 500 Amazing Pocket and Parlor Tricks, from 25c up. Write for FREE Catalog. Big Catalog Stage Magic 25c.

LYLE DOUGLAS STA. A-23 DALLAS, TEX.




Kills Lice, Ants, Fleas, Aphids, Bedbugs, Chafers, Crab Lice, Red Spiders, Leaf Hoppers, Caterpillars, Root Maggots, Cabbage Worms, Mexican Bean Beetles

If your store can't supply you send 25c or 50c to One-Spot Co., Elkridge, Md.

CORNS REMOVED WITH CASTOR OIL PREPARATION

Say goodbye to clumsy corn-pads and dangerous razors. A new liquid, NOXACORN, relieves pain fast and dries up the pestiest corns, callus and warts. Contains six ingredients including pure castor oil, iodine, and the substance from which aspirin is made. Absolutely safe. Easy directions in package. 35c bottle saves untold misery. Druggist returns money if it fails to remove corn.

NOXACORN

HAIR KILLED FOREVER



KILLED PERMANENTLY

From face or body without harm to skin, by following easy directions. Our electrolysis device is used by physicians and is guaranteed to kill hair forever or money refunded. Your electric current not used. Only $1.95 complete. Prepaid or C.O.D. plus postage.



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Rheumatism Relieve Pain In Few Minutes

To relieve the torturing pain of Neuritis, Rheumatism, Neuralgia or Lumbago in few minutes, get **NURITO,** the Doctor's formula. No opiates, no narcotics. Does the work quickly—must relieve worst pain to your satisfaction in few minutes or money back at Druggist's. Don't suffer. Get trustworthy **NURITO** today on this guarantee.

**Try SITROUX TISSUES, girls! They're delightfully soft . . . and Stronger"**




. . . says lovely
GLENDA FARRELL
Warner Bros. Star

rs of stage and screen . . . beautiful women every-here prefer Sitroux Tissues! So delicately soft, ir touch is like a caress—yet so much *stronger*, y *hold together;* won't "come apart" in the hand! at's why they're so ideal for ansing the skin. Why not care YOUR complexion the way enda Farrell does—with TROUX tissues (pronounced T-TRUE"). Get a box today

IN THE BLUE-AND-GOLD BOX
10¢ AND 20¢ SIZES

YOUR FAVORITE 5 and 10¢ STORE

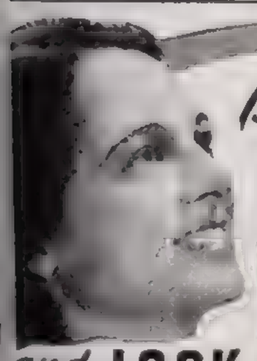
**FRECKLES**

**ISAPPEAR**
***5 to 10 days***



n't worry over un-tly freckles. Here's a new to remove them quickly gently *while you sleep.* Simply ly Nadinola Freckle Cream over and arms at night. Then watch kles disappear usually in 5 to 10 days. Your skin is red, freshened, becomes satin-smooth. NADINOLA kle Cream is guaranteed by a laboratory with over ears' experience in this type of skin treatment. y 60c at toilet counters; 10c size at Five and Ten t Stores. • Or send a dime for trial package to DINOLA, Dept. 155, Paris, Tenn.

**ADINOLA *Freckle Cream***



*Brush Away*
**GRAY HAIR**
***and* LOOK 10 *Years Younger***

home—quickly and safely you can tint those ks of gray to lustrous shades of blonde, brown ack. A small brush and BROWNATONE does uaranteed harmless. Active coloring agent is ly vegetable. Cannot affect waving of hair. Eco-ical and lasting—will not wash out. Imparts rich, tiful, natural appearing color with amazing l. Easy to prove by tinting a lock of your own BROWNATONE is only 50c—at all drug or counters—always on a money-back guarantee.

**lelp Kidneys**

**n't Take Drastic Drugs**

r Kidneys contain 9 million tiny tubes or filters may be endangered by neglect or drastic irritating Be careful. If functional disorders of the Kidneys dder make you suffer from Getting Up Nights, Ner-ss, Leg Pains, Circles Under Eyes, Dizziness, Back-Swollen Joints, Excess Acidity, or Burning Passages, rely on ordinary medicines. Fight such troubles with octor's prescription **Cystex.** **Cystex** starts working ours and must prove entirely satisfactory in 1 week, e exactly the medicine you need or money back is nteed. Telephone your druggist for **Cystex** (Siss-tex) The guarantee protects you. Copr. 1937 The Knox Co.

there are guests for dinner, and prove it to your own satisfaction.

The Custard Pie, by the way, has one or two little cooking tricks about it to insure success. For Hilda, having noted that a soggy undercrust is fatal to the success of such a pie, has worked out a scheme or two to prevent such a calamity. As for the Chocolate Cake, well it's just a good, a very good Chocolate Cake! Ask any man if there is anything more that need be said than that! I thought it more moist, more delicious than most, however, when I tested the recipe.

Nor is there anything revolutionary about the Fried Chicken. It's just good fried chicken, so 'nough said! The same is true of the Hashed Browned Potatoes, only that in Hilda I finally found someone who really could tell me how to make them. I've been looking for those directions for years and now that I've found them I want you to share in my success. Or maybe you're the kind of gal who turns up her nose at such simple fare. Well, tip-tilt it all you will, only don't forget that you're out to "win friends" through your hospitality, and here's how to do it.

As for our last Dale Carnegie favorite recipe, waffles, the great ease of their mixing distinguishes these as well as their old-timey goodness.

Simple foods, these Dale Carnegie favorites, every one of them. "But foods with emotion in them," according to Mr. Carnegie, "foods in keeping with the atmosphere of most middle class homes, without any 'funny business' about them."

Yes, foods as sure to make a hit as will the brand of natural, cordial hospitality that Mr. Carnegie advises you to dispense; and suggestions as helpful as those he has given to all of us, men and women alike, on *How to Win Friends and Influence People* at home, as well as in business.

(Complete recipes on page 52)

# WALTZING INTO FASHION

(*Continued from page 54*)

Yes, the waltz is here again! And fashion has welcomed the opportunity to create romantic, feminine evening frocks in keeping with this most graceful of dances.

The 1938 spring versions of these waltz frocks, which you will see featured everywhere, are lovely to behold. Spurred on by Paris approval, American designers are creating all manner of picturesque summer party dresses, many of them in new luxury materials, in the mood of the waltz. For their inspiration, these designers have reached into the past and borrowed from its most romantic eras the billowing skirts, fitted waists, balloon sleeves, demure off-shoulder décolletages, the flattering touches of velvet. The warm-weather fabrics—organdies, dimities, voiles, batistes and other cotton sheers—which have been used to fashion these dainty frocks, stay crisp and fresh and hold their shape. Nevertheless, they are not uncompromisingly stiff, but fall in gentle folds, so that you look newly-tubbed and immaculate, and appealingly feminine at the same time! To say that you're a dream walking, a vision of



# FOOT ITCH
## ATHLETE'S FOOT

***Send Coupon***
***Don't Pay Until Relieved***

According to the Government Health Bulletin No. E-28, at least 50% of the adult population of the United States are being attacked by the disease known as Athlete's Foot.

Usually the disease starts between the toes. Little watery blisters form and the skin cracks and peels. After a while the itching becomes intense and you feel as though you would like to scratch off all the skin.

**Beware of It Spreading**

Often the disease travels all over the bottom of the feet. The soles of your feet become red and swollen. The skin also cracks and peels, and the itching becomes worse and worse.

Get rid of this disease as quickly as possible, because it is very contagious and it may go to your hands or even to the under arm or crotch of the legs.

Most people who have Athlete's Foot have tried all kinds of remedies to cure it without success. Ordinary germicides, antiseptics, salve or ointments, seldom do any good.

**Here's How to Treat It**

The germ that causes the disease is known as Tinea Trichophyton. It buries itself deep in the tissues of the skin and is very hard to kill. A test made shows it takes 15 minutes of boiling to kill the germ, so you can see why the ordinary remedies are unsuccessful.

H. F. was developed solely for the purpose of treating Athlete's Foot. It is a liquid that penetrates and dries quickly. You just paint the affected parts. It peels off the tissue of the skin where the germ breeds.

**Itching Stops Immediately**

As soon as you apply H. F. you will find that the itching is immediately relieved. You should paint the infected parts with H. F. night and morning until your feet are well. Usually this takes from three to ten days, although in severe cases it may take longer or in mild cases less time.

H. F. will leave the skin soft and smooth. You will marvel at the quick way it brings you relief; especially if you are one of those who have tried for years to get rid of Athlete's Foot without success.

**H. F. Sent on Free Trial**

Sign and mail the coupon and a bottle of H.F. will be mailed you immediately. Don't send any money and don't pay the postman any money, don't pay anything any time unless H. F. is helping you. If it does help we know you will be glad to send us $1 for the treatment at the end of ten days. That's how much faith we have in H. F. Read, sign, and mail the coupon today.




GORE PRODUCTS, INC.
829 Perdido St., New Orleans, La. M

Please send me immediately a complete treatment for foot trouble as described above. I agree to use it according to directions. If at the end of 10 days my feet are getting better I will send you $1. If I am not entirely satisfied I will return the unused portion of the bottle to you within 15 days from the time I receive it.

NAME .....
ADDRESS .....
CITY ..... STATE .....

ANDREA LEEDS in the GOLDWYN FOLLIES



SECRET of the milky way to soft skin

Famous beauties have bathed in milk for centuries. Now science knows why. Milk contains certain oils very similar to those which normally keep your skin soft and youthful. But no longer need you bathe in milk to enjoy its fabulous beautifying powers. Duart brings you genuine milk-oils in a new-type beauty creme, marvelously softening to dry skin. Try Duart Creme of Milk and learn the secret of the "milky way" to a satin complexion. At drug, department, and 10c stores and beauty shops.

DUART
CREME OF MILK
creme




CONTAINS MILK-OILS BLENDED WITH OTHER OILS




Corns Come Back Bigger, Uglier —unless removed Root* and All

● Don't take chances by paring corns at home. Corns come back bigger, uglier, more painful than ever, unless removed Root and All. End that corn for good with this new, double-action Blue-Jay method. Pain stops instantly, by removing the pressure. Then the corn lifts out, Root and All in 3 short days. (Exceptionally stubborn cases may require a second application.) Blue-Jay is a tiny, modern, scientific corn plaster, held snugly in place by Wet-Pruf adhesive. Try Blue-Jay now. 25¢ for a package of 6. Same price in Canada.

**FREE OFFER:** We will be glad to send one Blue-Jay absolutely free to anyone who has a corn, to prove that it ends pain instantly, removes the corn completely. Just send your name and address to Bauer & Black, Division of The Kendall Co., Dept. J-90, 2500 South Dearborn Street, Chicago, Ill. Act quickly before this trial offer expires.

BLUE-JAY CORN PLASTERS

*A plug of dead cells root-like in form and position. If left may serve as focal point for renewed development.

loveliness, is putting it mildly!

Just look at the picturesque, story-book gown in white imported Swiss organdy, worn by Ireene Wicker, *NBC's* story teller, known as *The Singing Lady*. The bodice of this gown is edged with Irish lace and the shoulder straps are bands of black velvet ribbon. On her arm is a picture-book hat designed by Sally Victor, a big hat in pink piqué trimmed with sky-blue wings and tiny pink and blue flowers.

A belle of the crinoline days would have been charmed by this becoming white gown, and it's just as charming today for garden parties or garden weddings with the picture hat, and without, it is ideal for terrace dinners and dancing evenings.

Every Sunday morning, you hear Helen Claire on the *NBC* Blue-Network in her program, *Dreams of Long Ago*. And Helen herself looks like a dream of long ago in her printed all-white Swiss organdy waltz dress. The skirt is *twenty yards* around the bottom! The balloon sleeves, demure collar and black velvet bows are as romantic as the old-fashioned gold bracelets Miss Claire is wearing. They belonged to her grandmother, a belle of the old South. Helen's full-skirted, full-bloused dress is well suited for waltzing, being adapted from the costume of that devotee of the waltz of the early 1900's, the Gibson Girl, whose favorite song was *Waltz Me Around Again, Willie!* Her prim, shallow-crowned hat of leghorn straw is trimmed in black velvet, to go with the bows that set off her dress and her blonde hair.

These tiny bows and bits of velvet are back in fashion again, to give that sentimental, old-fashioned effect. Pin them on you anywhere—in your hair, on your shoulder straps, at your waist, scatter them on the full skirt of your waltz gown. Emphasize a slender wrist with snug bracelets of velvet, the bows tied on the back of the wrist. Or call attention to a lovely white neck by tying a long ribbon of black velvet around it, the bow nestling at the nape of your neck, the ends hanging down the back. Pin a cameo or tiny bunch of forget-me-nots or pink roses to the band at your throat. You'll find the result charming, flattering and unusual, especially if your frock has a wide, low décolletage or is worn off the shoulders.

Fashion's new romantic mood has also sought its inspiration in faraway lands, from the costumes of the peasant and gypsy. Full skirts, gay colors and muted tones make Jean Yewell's evening gown a perfect complement to the dreamy strains of the Viennese waltzes, and in contrast to the all-white frocks of the others, this one is dotted with color. Jean, who is the charming soloist with *Roy Campbell's Royalists* on the *NBC* networks, finds that her brunette beauty is set off by the festive confetti dots in red, green, blue and yellow that fleck the sheer fabric of her gown, and by the grosgrain ribbon in matching colors that outlines the demure neckline, short puff sleeves and the three deep flounces of the very full skirt. And Jean's lovely figure is at its very best in this gown, bloused at the bosom, fitted from bust to lower hip, which emphasizes a slender waist and hipline.

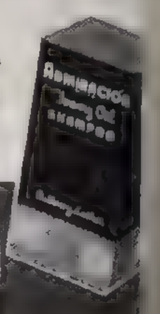
You can express your new waltzing mood not only in your gown, but also through your coiffure. Very much in



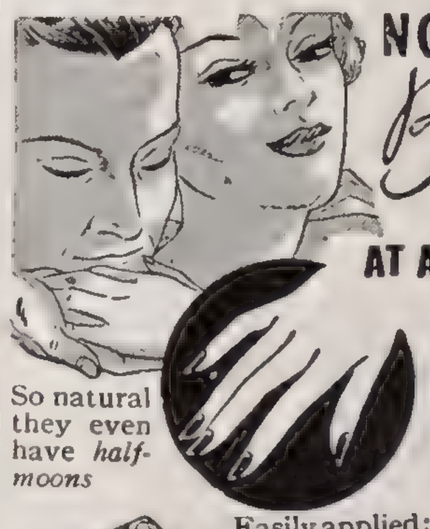

Not a fly-a-way hair in sigh . . . yet she shampooed that hair only a few hours ago.

● Does your present shampoo leave yo hair bodiless? Make you think you've g a dried-out mop? Then try the new shampoo used by beauty specialists. It's oil shampoo that FOAMS! Water can hot, cold, hard or soft. Wonderful for d coarse or heavy hair. Oily hair benefits to Science says you should combat excessi oiliness with oil. For lustrous, clean h that stays set, ask for Admiracion FOAM Oil Shampoo. Three 3¢ stamps bring sample. Admiracion, Harrison, N. J.

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In new GREEN package
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NEW! Smart, l tapering nails everyone! Cover brol short, thin nails NU-NAILS. Can be w any length and polis any desired shade. D detection. Waterpr Easily applied; remains firm. No effec nail growth or cuticle. Removed at Set of Ten, 20c. All 5c and 10c st



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Happy Relief From Painful Backache

Caused by Tired Kidneys

Many of those gnawing, nagging, painful backaches ople blame on colds or strains are often caused by ed kidneys—and may be relieved when treated the right way.

The kidneys are Nature's chief way of taking ex- ss acids and poisonous waste out of the blood. Most ople pass about 3 pints a day or about 3 pounds waste.

If the 15 miles of kidney tubes and filters don't rk well, poisonous waste matter stays in the blood. ese poisons may start nagging backaches, rheu- ttic pains, leg pains, loss of pep and energy, getting nights, swelling, puffiness under the eyes, head- es and dizziness.

Don't wait! Ask your druggist for Doan's Pills, d successfully by millions for over 40 years. They e happy relief and will help the 15 miles of kidney es flush out poisonous waste from the blood. t Doan's Pills.




Bob Taylor, well-dressed man in phone booth. Who's he calling?

vogue is the upswept coiffure, the high hair-do of crinoline days, which has come in with the revival of the waltz. Lovely Jean Dickinson, *NBC* soprano of *The American Album of Familiar Music,* achieves a distinctive coiffure by sweeping her hair up from the sides to the top of her head into a cluster of curls held in place by a pink velvet rose. While it's perhaps not so practical for every day, this charming new hair style is a *must* for evening, and is especially charming above a quaint, old fashioned off-shoulder neckline. If your features have the cameo-like perfection of Jean's, then the upswing coiffure was certainly designed for *you!*

And now, what can these modern adaptations of the styles of long ago do for you as an individual? First of all, they're extremely flattering to your figure. Low-cut, off-shoulder necklines and brushed up hair make the shoulders look alluringly feminine, the neck slender and gracefully long (remember to keep your chin up!). The bloused silhouette adds fullness to a chest that's a bit too flat. The figure that's slightly "hippy," but otherwise well-nigh perfect, is flattered by a tight-fitting bodice, while the imperfect proportion of the hips passes unnoticed beneath a gathered, full skirt. And that goes for legs, too! The folds of a wide billowy skirt will conceal legs that aren't all you think they should be, and to which a swing skirt only calls attention.

Aside from these practical points, these little tricks for beauty of form, there's the general effect. The old-fashioned style of glamour is still as effective as ever, and you'll find that you look your prettiest in these flower-fresh waltz frocks. Not only will you look that way, you'll feel it, too. Gentle and demure, romantic and graceful, sweetly feminine and alluringly romantic, the fragile loveliness of you will be irresistible!

What might be called a "survey of romance" was made recently, and one of the findings of this research (which surprised no one!) was that more young men pop the question in the spring than any other time of the year. If it's a proposal you're after, be sure that pink enters your costume picture, for this is the color that men simply can't resist. If you're looking for romance, you'll certainly find it this spring if you follow fashion's trend toward femininity. So get into step and into tune. Waltz your way into fashion and into romance with a lovely, graceful waltz gown!




THERE'S MAGIC in your eyes!

• Bring out the enchantment of your eyes—reveal their depth and brilliance with a frame of sweeping lashes! KURLASH works this magic in 30 seconds, curls lashes so they look long, dark and alluring. No heat, cosmetics or practice needed—$1 at any good store.

Learn—absolutely *free*—what shades of eye make-up are becoming to *you*—learn how to apply them skilfully! Send your name, address and coloring to Jane Heath, Kurlash beauty consultant, Dept. E-6; she will send you a personal color-chart and complete instructions in eye make-up!

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New beauty for your hair . . . *with this new* 4 Purpose Rinse



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*Address*_____

# MAKING A PLAY FOR BEAUTY

(*Continued from page 58*)

First is a limbering-up exercise good for the waist. Stand erect. Raise the hands over the head, then, bending from the waist and keeping the knees straight, reach for the floor. At first your fingertips will probably only reach a point midway between knees and floor, but don't worry. A few days of practice and it will be easy to touch the floor with the palm of the hand.

Stand in one spot and run hard. Then, hop from one foot to the other. Stand with arms over the head and sway from side to side from the waist. These are exercises that give the body balance and grace. They train the body to do your will. Needless to say, a good many stubborn pounds will fall away after a few weeks of regular exercising.

All wrist exercises are worthwhile, for they promote poise and grace for the hands. The youthful hand is the one that moves from a flexible wrist. Describe circles by moving the hands from the wrists. Wave the hands back and forth from the wrist.

Swimming is the sport Helen Lynd finds most enjoyable. Outdoor swimming, she says, is particularly healthful as it gives her an opportunity to spend hours in the fresh air and vitamin-giving sunlight. Swimming develops the body and swimming reduces! This sounds contradictory, but it has been proven that swimming is truly the great "regulator" exercise. If you are not conveniently near the ocean, pool or "old swimming hole," you can still practice swimming and shape your figure on land! Here are the exercises:

Down on the floor. Lie on your right side with right arm extended straight up by the head. Scissor-kick rapidly several times. Turn over to the other side and scissor-kick. This exercise should be followed by the "flutter kick" executed by lying on the back with hips elevated and rapidly kicking the legs.

You may practice the breast stroke by standing erect and going through the exact motions, as though you were really in the water. Repeat several times.

The overhand stroke may also be practiced at home, in similar fashion.

Badminton, tennis, roller-skating, bicycling are all favorite sports of the stars. These sports, when actively engaged in, do wonders about sculpturing the figure, jogging the liver and stirring up a circulation that promotes a new clarity of complexion. The one-two-three exercises take on a new glamour when you know that while improving the figure they are also conducive to proficiency at a fascinating game or sport.

Even walking (and we take so many steps every day we sometimes forget it is pleasurable!) can and should be trained for! Take exercises that correct posture faults and give balance, smoothness and grace to the walk.

Standing erect with head up, balance the body by placing the left hand against the wall and the right hand on the hip. Then swing the right leg as far forward as pos-




The least little thing can break the intimate charm of a "close-up." Play safe—don't wear glaring, conspicuous bob pins.

Blend-Rite "Glare-Proof" Bob Pins (made exclusively by Sta-Rite) are dull textured—won't shine in your hair. They come in four colors to blend with any hair.

Smoothly finished on the inside, Blend-Rites slide in with utmost ease. "Tension-tite," they hold the hair in place securely.

Ask your dealer for Blend-Rite "Glare-Proof" Bob Pins by Sta-Rite. If he cannot supply you send 10¢ mentioning color wanted (brown, blonde, black or gray) to Dept. M4, Sta-Rite Hair Pin Co., Shelbyville, Illinois. 87

STA-RITE Hair Pin Bob Pin

Included FREE of extra charge

**Your** choice of Man's or Lady's Wrist Watch **FREE** with every Ring ordered during this **SALE** and paid for on our easy monthly plan. Lady's or Man's Ring, with simulated diamond that you'd think cost at least $200. Nothing extra for the watch. It's included **FREE.** Ladies 1939 dainty model. Men's "Shockproof" military wrist watch-gold plate front—with all the color and charm of natural yellow gold; Jeweled: **Guaranteed by $1,000,000 FACTORY.** Send only 3 cent stamp with your ring size (strip of paper wound round finger will do). Make two monthly $2 payments. **WE TRUST YOU** — your package comes AT ONCE by Return mail.




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**Dept. C-326, Newton, Ma**
**Rush offer by RETURN MAI**
all postage paid to my do
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TOUCH UP GRAY STREAKS



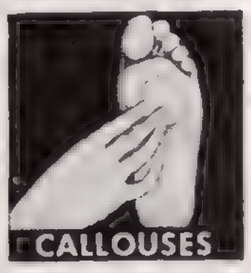
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Gives a natural, youthful appearance. Easy to use in the clean privacy of your own home; not greasy; will no rub off nor interfere with curlin $1.35, for sale everywhere.

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Aching corns, painful callouses, throbbing bunions, sore toes—all are instantly relieved when you apply Dr. Scholl's Zino-pads. They end gripping shoe pressure on the sensitive spot; soothe irritated nerves; prevent corns, sore toes and blisters. Make new or tight shoes fit with slipper-like ease! Safe, sure.









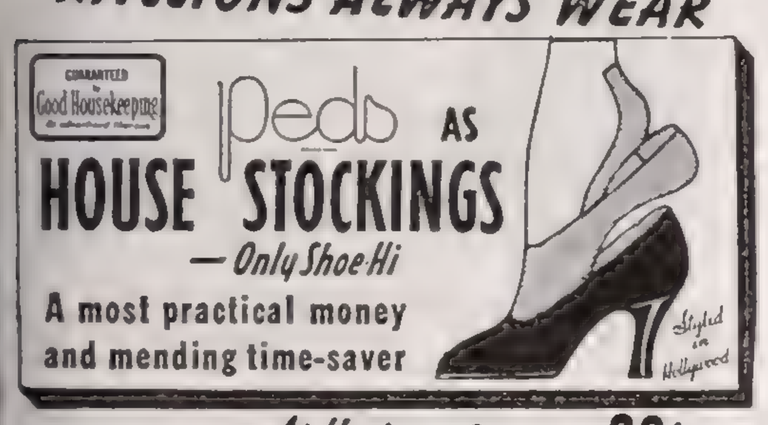

**Corns, Callouses Soon Lift Out**
Corns or callouses soon lift out when you use Dr. Scholl's Zino-pads with the separate *Medication*, included in every box.

Made THIN and THICK in sizes and shapes for all conditions. Cost but a trifle. FREE sample (Corn size) also Dr. Scholl's FOOT Booklet—address Dr. Scholl's, Inc., Chicago, Ill.

**Dr Scholl's Zino-pads**

There is a Dr. Scholl Remedy, Appliance or Arch Support for Every Foot Trouble

*MILLIONS ALWAYS WEAR*




*—At Hosiery Counters* 20¢ PAIR








sible. Then as far backward as you can. Hold the leg straight while you swing it. The back kick is most important, so don't be lazy about swinging back as hard as possible. This is one of the best hip reducers and it also will help to make your walk graceful.

Walking a straight line is not only good practice for "toes straight ahead" but also overcomes that most unattractive habit of walking with the knees far apart. When the knees are held far apart the walk appears to be waddling and heavy.

The jerky, jiggly walker is most unattractive and the tragedy is that such a walk can be so easily corrected. Short steps are responsible for this awkward walk. Practice an extremely long step in private.

The head should always be held erect. The drooping head (and rounded shoulders that accompany such a head position) is a mark of timidity. Poise and self-confidence are expressed in the head that is held high!

So practice walking. Don't let yourself slump into careless habits even when there is no one around to see you.

Frances Langford and many of the stars find it most delightful to walk in the rain when they are properly dressed for it. Why don't you try it? You should find it not only fun but good for the complexion, too.

Speaking of complexions brings us to the "surprise" sample offer I have for you this month. This offer is for, not one, but six free samples of a lovely face powder. Six different shades with which you can blend the one shade that flatters your complexion most perfectly. You will have enough powder, too, to add a bit of a darker shade from time to time as your complexion begins to take on its first tan.

Most of us, I think, are inclined to take our face powder for granted. Yet, if you would only stop and analyze the things you desire your powder to do for you (and the things the proper powder will do for you), then you would soon realize that the choice of a face powder deserves real consideration. You expect your powder to go on smoothly and evenly and cling indefinitely without caking. It should hide small imperfections and variations in the skin coloring and texture, yet at the same time be such a fine mist that your own skin tones radiate through the powder with a natural glow. Then, of course, you expect your powder to protect your skin—not irritate it or clog the pores! Quite an order!

So, it would be well worth your while to devote some real attention to your choice of face powder—and when would you find a better chance to begin than right now, with a new powder and six lovely shades with which to experiment?

Mary Biddle,
RADIO STARS MAGAZINE,
149 Madison Avenue,
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Please send me, absolutely free, samples of the six shades of face powder. I am enclosing a 3¢ stamp for mailing costs.

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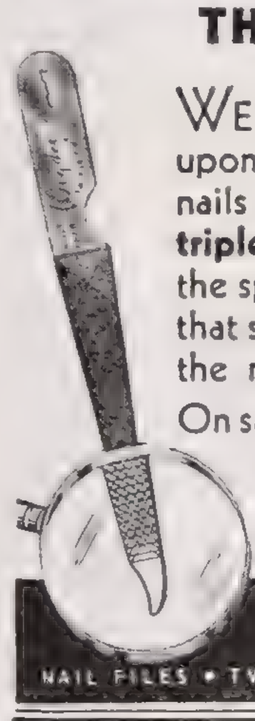
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**SO KEEP THEM NICE THE *Wigder* WAY**



WELL-GROOMED women insist upon the Wigder Nail File to keep nails smooth and shapely. Note the **triple-cut** teeth for fast, even filing; the special **Improved Cleaner Point** that safeguards the tender skin under the nail. Ask for the Wigder File!

On sale at all drug and 10-cent stores

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quality costs no more
NAIL FILES • TWEEZERS • NAIL CLIPS • SCISSORS

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Dept. 236, 100 East Ohio Street, Chicago, Ill.
Please send free booklet and 16 sample lesson pages.

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**Don't Let a Smart Appearance Run Out on You**

The minute a run appears in your stocking—smartness flies out of the window. That's why thousands of well dressed women carry RUN-R-STOP in their purse. One drop stops a run *permanently*. Will not wash out. Ask for it at drug, chain, department and shoe stores. Only 10c complete with purse vanity. **10c**

Guaranteed by Good Housekeeping
*as advertised therein*

**RUN-R-STOP**

**NEW FREE OFFER** —we want you to try BATH-O-MILK Camille's new real milk beauty bath that will make you lovelier—give you new allure. Send 10c for BATH-O-MILK and we'll also send **FREE** handy purse-size case of Nail White in new, convenient form. Address Dept. M.

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SMART GIRLS know that the correct shade of rouge flatters . . . the wrong shade detracts. Why guess? White Rouge is always correct. That's because White Rouge changes color to precisely suit your skin the moment you apply it. Blends to your own true shade . . . the one becoming color for you. No rouge like it. Waterproof . . . an application lasts the day. At leading dept. and drug stores 50c. Trial size 10c at most ten cent stores.



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*Name*-- ----------

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*City*---------- *State*----------


# WEST COAST CHATTER

(*Continued from page 77*)

*decorating herself.*

THEY'RE still telling this one on Cecil B. DeMille. It was that day when the heavens opened and the furies let loose in Southern California. A rehearsal for *Lux Theatre* was on with DeMille concentrating on a scene with Fay Wray, when a sudden thunder clap shook the building. "That's enough of that," shouted DeMille, over the roar, "cut out that noise and let's try again."

JEANETTE MACDONALD is making the most of her short vacation from the cameras. She and Gene are spending every afternoon on horseback, discovering new trails around the Santa Monica canyons. Their mornings are devoted to training Black Knight, Gene's pet horse, for jumping in spring shows. Learning to take the jumps, too, is Michael—that 180-pound Newfoundland which Gene gave his wife for a wedding present. Michael is the same dog that Jeanette thought was just a "cute little cocker" when first presented to her.

## ROMANCE IN RADIO

*Those in the know say that Ethel Shutta is still leading lady in George Olsen's life. The telephone company could tell you the same thing, for the two run up nightly bills talking to one another. Ethel's going to join George in New York very shortly. . . . Barbara Stanwyck hasn't missed one of Robert Taylor's broadcasts yet. . . . Tyrone Power and Janet Gaynor are still inseparable, even though Sonja's back in town. Sonja's set for* They Met In College *—and her leading man will be Richard Greene, that English lad whom the publicity department claims is a "happy combination of Tyrone Power and Robert Taylor". . . . Nan Grey still thinks that jockey from her home town of Houston, Texas, is the swellest guy in California. . . . Lona Andre and Bill Faye are serious about it. Bill is Alice's brother and Lona's one of her closest friends. . . . Buddy Westmore thinks Eleanore Whitney's as cute as they come. . . . Art Gilmore, announcer of* Dr. Christian, *will marry his high-school sweetheart, Grace Weller, this month. . . . Frances Langford and Jon Hall are together constantly. . . . Claire Trevor and Clark Andrews, producer of* Big Town, *are heading straight for Yuma. . . . And Rudy Vallee's favorite girl friend is still Judy Stewart! . . .*

**DURING the rehearsals for the M-G-M show, the cast indulges in doughnuts and that good-to-the-last-drop coffee. One warm day, there were so many flies haunting the rehearsal stage as a result, that the producer yelled for a prop boy to bring the fly spray. But Robert Taylor had better ideas: "Leave 'em alone for a few minutes," he advised. "If they're good maybe you can pick up their options!"**

JACK BENNY showed up at rehearsal the other day with a cigar holder measur-


DRY SKIN SOFTENED NEW HOLLYWOOD WAY



With Same Cream The Stars Use

TAYTON'S CREAM

Floats Away Dirt, Dissolves, Dry, Rough Skin. Smooths—Softens, Powder Stays On

★ EVELYN DAW

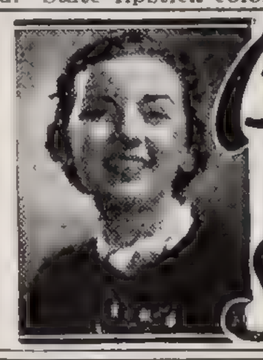
The lovely star with Jimmy Cagney in "Something to Sing About," says—"I use Tayton's Cream to cleanse and keep my skin smooth and youthful looking.

Approved By Good Housekeeping Bureau

Test This Thrilling Beauty Discovery UNDER MONEY BACK GUARANTEE

Make your skin smooth, soft and alluring like the stars do. . . . TAYTON'S CREAM releases precious triple-whipped emollients that cleanse and also dissolve dry, scaly skin cells that cause roughness, your powder to flake off, skin to shine, look parched and old. Lubricates dryness. Flushes blackheads. Rouses oil glands. Helps bring out new, live, fresh skin. Thousands praise it. Try it. Give your skin these new beauty benefits like the movie stars do. Get TAYTON'S CREAM at your 10c store or drug store. Cleanse with it, also use it as a night cream. If your skin is not smoother, softer and younger looking after first application, your money will be refunded. If your dealer is out, send your order with 25c to us, address below.

FREE New glamour lipstick and face powder the stars use. Send label from 25c jar of Tayton's Cream and 3c stamp with your name and address to Tayton Company Dept. D, 811 West 7th St., Los Angeles, Calif. and generous trial of all five shades of powder and also lipstick will be sent you. State lipstick color.



Bad days
Reduce the pain
Save your nerves
No narcotics
Salicon TABLETS


● KEEP POSTED on program changes by using . . . . RADIO STARS' COAST-TO-COAST PROGRAM GUIDE Page 43


BLONDES



More Fascinating With FAIR SKIN

HAVE IT IN ONE WEEK! Blondes . . . brunettes . . . don't let dull, blemished, freckled skin ruin charm! Gentle Golden Peacock Bleach Creme . . . removes dull film holding surface freckles, pimples and blackheads almost overnight! Gives you clear, flawless, younger looking, alluring skin. At all toilet goods counters.

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FOR ONE TO THREE DAYS
ZIP CREAM DEODORANT
Destroys body odors. Easy to apply; harmless to clothing; and ideal on sanitary napkins. Just a little under the arm and ZIP!—you're free of perspiration odor.
MORE FOR YOUR MONEY
THE BEST TO BE HAD
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STOPS PERSPIRATION
ZIP
Cream Deodorant
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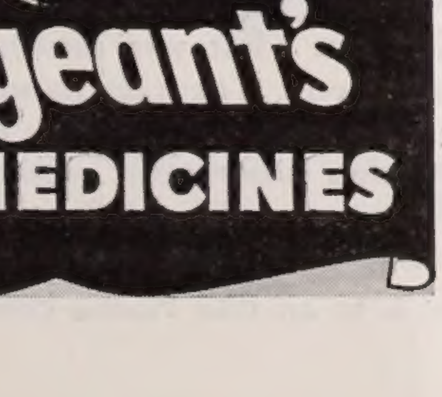
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ing a good five inches. What in the world could be the meaning of this, wondered the cast in unison? "Just came from the doctor," Jack explained. "He advised me to stay as far away from cigars as possible."

*PHIL BAKER and Kenny Baker are both expectant fathers these days. This will be the fourth child for the Phil Bakers but the first native Californian. It's the second blessed event for the Kenny Bakers.*

**KENNY'S favorite way of spending leisure hours is touring the town with his father, Horton Churchill, who's an ace news photographer for a Los Angeles daily. There was a time when Kenny hankered to follow the same profession. And according to his dad, who should know, he has the makings of as good a cameraman as a crooner.**

LANNY ROSS is seriously thinking of turning his photography hobby into a money-making proposition. He's the most ardent amateur snapper in town and has a collection of pictures that many a professional would be proud to claim. The other day Lanny turned the tables on RADIO STARS' cameraman, George Strock, when he went out to the Ross home for a layout of pictures. Lanny had our cameraman posing all over the place, and George admits that Lanny certainly knows his stuff.

*INCIDENTALLY, the Ross "estate" is among the most modest of the homes in the film colony. Out Beverly Hills way, it's a small house surrounded with pleasant gardens, but not a single swimming-pool to its name. There's a badminton court, though, because that's the favorite recreation of Mr. and Mrs. Ross—when the horse-racing season is through.*

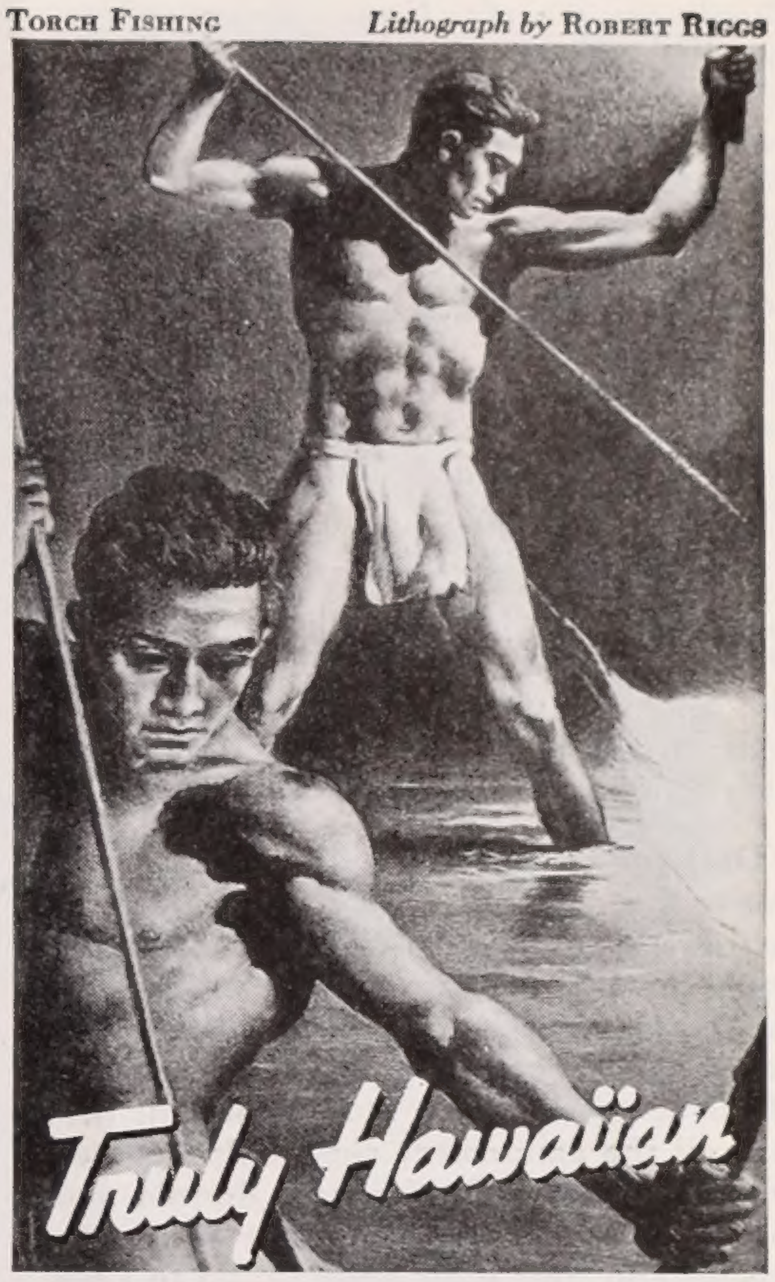
**NOW that Jack Benny has rated mention as one of the country's best-dressed men, he's even more critical of his cast's garb. At a recent broadcast, Jack spotted Phil Harris sporting an unusually loud sport coat with a red, gray and green pattern woven in none too subtly. With a "you-poor-dope" look, Jack sidled up to Phil and said: "It's a lucky thing that there's at least one man on this program who knows how to dress." "Yeah, I sure do," was Phil's reply.**

## HELPFUL HINTS FOR PROSPECTIVE RADIO SCRIPTERS

*Lum and Abner* have now found that they work best at the typewriter when in a kitchen. Rush Hughes does his fifteen-minute script in sections, then puts the sections together just before his *NBC* broadcasts. Phil Baker never puts capital letters in the first draft of his script, but has his own speeches in caps in the final draft. Fred Allen writes his scripts out first in a tiny handwriting that practically requires a microscope to read it. Jack Benny dictates his scripts while pacing the floor. His secretary, Harry Baldwin, crouches with pad and pencil ready to jot down any good ideas. *Amos 'n' Andy* take turns at their one typewriter and take turns taking turns up and down the room.

*THERE'S a good story in the father of Baby Snooks, too. When it was necessary to have someone play the rôle of Papa*

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*Snooks on the air, Fannie Brice remembered a certain Hanley Stafford, with whom she used to work on the stage years and years ago. But M-G-M didn't want Fannie's man, thinking they had plenty just as good on their own payroll. But Baby Snooks developed sudden determination, sent for Mr. Stafford, and put him in the cast at her own expense. M-G-M saw him on just one program, promptly put him under contract, gave him a nice raise, and Fannie a fond pat on the head for being so astute.*

BING CROSBY told us the other day that he hasn't a fan in his household, now. His four-year-old son Gary used to like him a lot, but now he's switched his affections to *Uncle Whoa-Bill,* a local air-wave story-teller.

**DID you ever stop to think, providing of course that you're a Gracie Allen fan, that you owe all your good times on their programs to George Burns? If it weren't for the master of the house, Gracie would never appear on another radio program. She'd be a contented little hausfrau, getting all the amusement she needed out of life by watching Sandra and Ronnie and the new hat styles. It's George who eats, dreams and lives show business. So to keep peace in the home—and also because she likes the guy—Gracie does what George wants her to do. "I'm the ham," says George, "—can't live without showing off. But Gracie, she just comes along for the ride. She *will* act sappy, if you insist . . . she *will,* for a new dress."**

THE Academy Award dinner brought out all the radio and film stars in town. Interesting to note that, with most of the world's greatest entertainers present, it took a dummy to get the laughs. Charlie McCarthy was the star of the evening, particularly when he received his wooden "Oscar"—a special award patterned after the elaborate gold "Oscars" given to the other winners. "Haven't you something to say?" Bergen asked him, when the statue was presented. "Yeh," said Charlie. "Looks like pretty cheap stuff to me."

*RUMORS of that romance between Edgar Bergen and Marion Talley are rumors no more. They're facts. For Edgar makes no secret of the fact that he thinks Marion is the most attractive person in Hollywood—and the most gifted. It's pretty discouraging to the other girls since they've been feeling that way about Mr. Bergen for a long time.*

## DIDJA KNOW?

**That *The Boss,* in which Edward Arnold starred on the *Lux Theatre,* was his first big success on Broadway? . . . . That Ruthie Robbins, vocalist with Phil Harris, is the sister of Leo *(Thanks For the Memory)* Robbins? . . . . That Nadine Connor is now pulling down $1250 a week? . . . . That director Dave Butler has horses named "Alice Faye" and "Tony Martin," and that they're both earning him good money on the track? . . . . That Rosemary Lane lost six pounds teaching Rudy Vallee the "shag" on the *Golddiggers in Paris* set? . . . . That Priscilla Lane and Wayne Morris are at La Conga, Hollywood's new late-spot, almost every evening doing the rhumba and holding hands? . . . .That one of Eddie Robinson's most ardent fans is an ex-gangster at San Quentin who writes Eddie excellent ideas for his script? . . . . That a certain radio comic around town, noted for his "high forehead and low Crosley," could win any unpopularity contest in Hollywood? . . . . That Martha Raye's fully recovered from that pneumonia siege and is back at work minus 13 pounds? . . . . That Luise Rainer didn't know until nine o'clock of the same evening that she was to be awarded the Academy's best actress award? She had to quit popping corn at home and pop into a formal and a taxi and was the last person to arrive at the banquet . . . . That Fannie Brice went as Baby Snooks and Sophie Tucker as Little Lord Fauntleroy to the Film Welfare League's dinner? . . . . That Katharine DeMille, Cecil B.'s daughter, won high praise on her exhibit of water-colors in Los Angeles? . . . . Marlyn *(Mama, that man's here again)* Stuart has changed from blonde to brunette? . . . . That Tyrone Power has bought himself a $150 toy train to play with? . . . . That Jerry Cooper never sang a note till five years ago, when he deserted the baseball diamond for the night club? . . . . That Anne Jamison always rehearses while lying flat on her back on the floor—it's her pet method for relaxing?**



**Templeton Fox, who was born Esther Fox, hails from Pasadena, California, and is heard over *NBC* on *Lights Out* and other programs.**

AT a *Big Town* rehearsal the cast got into a discussion about success. Edward G. decided he was finally a success when his air-show clicked so decisively. But Claire Trevor said she felt success had come to stay when she was able to hire a maid as a getter-upper and pitch her alarm clock out of the window.

*THE broadcasting studio of* The Old Fashioned Revival Hour *took on a festive air the other Sunday evening when Bill MacDougal, singer with the quartet, brought his bride of one hour, Phyllis Crawford, and the entire wedding party to the broadcast. The cast put on a special "after-show" and party for the MacDougals when the audience had finally been cleared out.*

**AT the close of the Phil Baker show one day, the curtain failed to come down as it should have. Trouper that he is, Phil did a little additional entertaining, while Harry "Bottle" McNaughton went backstage to find out what was causing the delay. He found out. The stage hands were engaged in a little game of "21" with Don Wilson, Jack Benny's announcer, who'd dropped in to compare insults with Tom Hanlon, the other heavy-weight announcer of Hollywood.**



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